

EXPERIENCE A NOVEL KIND OF LUXURY: 5 TIPS FOR THE INNSBRUCK REGION

Spheres of experience at all altitudes from the city centre down in the valley up to crags at more than 6,500 feet above sea level, nature as a source of recreation right within reach, crystal-clear drinking water of supreme quality. Good accessibility and uncomplicated on-site mobility by train, bus and bike as well as on foot. International flair and cosmopolitan vibes with Alpine charm: The Innsbruck region is a real treasure-trove – with gems of unique, priceless value. Five tips for a “luxury holiday” in a class of its own.

1. Make experiences at all altitudes

Sights in urban environments and alpine adventures in the mountains around: If you are looking for this combination, in the Innsbruck region you will strike it rich. The region combines the very best of both worlds – offering unique, unforgettable moments. The city's eponymous river Inn alone already shows what Innsbruck has to offer: The city rafting tour combines sightseeing with a pinch of sporting action as the group, with a competent guide, paddles along the Inn in a rafting boat, passing sights and enjoying the surrounding mountain panorama from the water level. Directly from the shores of the Inn up to altitudes of more than 6,500 feet: The impressive Nordkette mountain range, which dominates the city's skyline, can be reached after a short ride on the Nordkettenbahnen funicular and cable cars. Without any effort, all at once you find yourself in the midst of the alpine landscape, the city with the turquoise glitter of the river Inn at your feet. With this abundance of extraordinary experiences and leisure opportunities, lifestyle luxury is particularly easy to enjoy.

2. Spend a mindful time in nature

Nature as a sphere of experience is a precious resource and a real cornucopia – and fortunately the Innsbruck region is richly blessed with it. Forests, meadows and mountain peaks can be easily reached directly from the city and within a very short time – whether on a leisurely walk across the sun-drenched Mieming Plateau, an enjoyable alpine hike from chalet to chalet at the feet of the Nordkette range or a panoramic summit tour in the impressive Kalkkögel mountains. You will be able to find your way into the wild by bike as well, if you prefer: Pleasant cycling paths, mountain bike routes and trails promise hours of pure enjoyment. In a fashion less action-packed but relaxed and full of mindfulness, nature can be experienced with open-air yoga on the mountain. The alpine meadow as a yoga mat, the singing of the birds as background music and the fresh air as an energy booster – true luxury is always what really makes you happy.

3. Enjoy the thirst-quenching mountains

The mountains around Innsbruck offer refreshment not only during an excursion, but also whenever the tap is turned on. The crystal-clear water gushing out of the tap has previously seeped through rocks and stones for years. Refined in the rock, collected in tunnels and pumped directly into the glass via the network: Innsbruck's water is delicious – and of the highest quality that drinking water can have, 100 per cent luxury. Not only at home, in the hotel room or in the apartment – numerous drinking fountains in the city and along the hiking trails in the surrounding forests likewise offer free refreshment to thirsty wayfarers. Therefore: On all outings, pack a reusable water bottle, fill it up, quench your thirst, and enjoy.

4. Benefit from easy accessibility and short distances

If you want to go on holiday without hassle, traffic jams and looking for parking spaces, you should travel by public transport. Thanks to its central location, the Innsbruck region is perfectly accessible by train and long-distance coach. Locally, too, the well-developed public transport network offers all kinds of

u n l i m i t e d

possibilities for exploring: Whether within the city limits, onto the sunlight-flooded Mieming Plateau or to the nonpareil Sellrain Valley with its mountaineering villages, you can safely leave your car at home. If you want to follow the example of the citizens of Innsbruck, rent a bike – a city bike for everyday use and an (e-)mountain bike for excursions into the surrounding mountains. Tyrol's capital is characterised by short distances, and many sights are within walking distance of each other – hardly any other city offers this luxury as elegantly as Innsbruck does.

5. Join the in[n]siders

Small but impressive – this formula captures Innsbruck's very essence. With a population of just over 130,000, Tyrol's capital is of a beautifully manageable size. Anyone who thinks that a city of these dimensions must lack internationality is mistaken: The approximately 30,000 students bring a jaunty atmosphere and diversity to the cosmopolitan city. Hip eateries, stunning shops, unique festivals and communities for a wide range of cultural trends and sports bear witness to the cosmopolitan lifestyle. Every year, Innsbruck also hosts numerous events with a global impact, such as the legendary Crankworx Festival or the IFSC Climbing World Cup, providing a perfect location that comes with an enthusiastic audience included. So it can be said with confidence: Innsbruck embodies quality instead of quantity.

Tip: If you want enjoy a hassle-free “luxury holiday”, the best thing is to check in with partner businesses in the Innsbruck region. If you spend at least two nights in Innsbruck, you will receive the Welcome Card for guests – free of charge. This card includes public transport in the entire region, the “Stadtrad Innsbruck” city bike for 24 hours and the Summer Activity Programme with guided hiking and e-bike tours. It also offers discounts for indoor and outdoor leisure activities, for family events and for cultural and bathing activities. If you stay for three nights or more, you can additionally use four selected uphill facilities free of charge.

About Innsbruck Tourismus

Innsbruck Tourismus is the official destination management organisation for the Innsbruck region, encompassing the capital of Tyrol and over 40 localities in the surrounding area, from the Inntal valley to the Mieming Plateau via Kühtai and as far as the Sellraintal valley. With almost 3.5 million overnight stays (as of 2019), the Innsbruck region is one of Austria's largest tourism institutions – a unique symbiosis of pulsating urban space and fascinating Alpine world. The vibrant city atmosphere and sightseeing highlights are just a stone's throw from your next biking or hiking tour, your next ski adventure or winter walk. The Welcome Card, free for visitors, is the key to the region's boundless opportunities: public transport, usable at no cost, means that the area's numerous highlights can be enjoyed both sustainably and comfortably. Visitor enjoyment is the focus of the thoughts and actions of each of the organisation's 90 or so staff: they pass on their passion and enthusiasm for this alpine-urban space to guests, ensuring unforgettable holiday experiences for all in harmony with both people and nature. With a total of twelve tourist information offices, Innsbruck Tourismus can stay close to visitors, be right in the action and keep a finger on the pulse of events – a true hub for the authentic stories and personal impressions of local characters that can be found on the popular [blog](#) and social media channels at #myinnsbruck.

Further links

u n l i m i t e d

Blog: www.innsbruck.info/blog

Facebook: www.facebook.com/Innsbruck

Instagram: www.instagram.com/innsbrucktourism

Twitter: twitter.com/InnsbruckTVB

YouTube: <https://www.youtube.com/user/InnsbruckTVB>

Pinterest: www.pinterest.at/innsbrucktvb/ created

Enquiries:

Innsbruck Tourismus

Colette Verra

Markets & B2B

Burggraben 3, A-6020 Innsbruck, Austria

+43 512 5356

c.verra@innsbruck.info

www.innsbruck.info

Free photo downloads at:

www.innsbruckphoto.at

www.en.innsbruck.newsroom.pr