

THE MOUNTAINS ARE CALLING: NEW OPPORTUNITIES IN THE 2023 TIROLEAN SUMMER

Whether in hiking boots, in the saddle or on climbing ropes: mountain enthusiasts, nature lovers, gourmets and families can look forward to numerous new opportunities and attractions in summer 2023. These include Austria's first indoor bike park, long-distance hiking on the "Glocknerkrone" trail, or pioneering virtual services. Here, an overview of Tirol's new highlights:

HIKING

The Glocknerkrone: new long-distance hiking trail in East Tirol

The Glocknerkrone, the new long-distance hiking trail in East Tirol, traverses the most impressive peaks of the Glockner's southern flanks on a six-stage tour. Hikers come into close contact with the mountain landscape and the Hohe Tauern National Park with its unspoiled peaks over a route length of 65.6 kilometres and elevation differences of 3,737 metres. The tour, classified as moderately difficult, starts in Matrei in East Tirol and leads in six stages to Kals am Großglockner. Overnight stays are made in some of Kals' finest mountain huts, such as the Sudetendeutsche Hut, Kalser Tauernhaus or the Luckner-Hut. www.glocknerkrone.at

Tirolean Silberpfad (Silver Trail): new long-distance hiking trail in the Karwendel Silberregion

The Tirolean Silberpfad (Silver Trail) is a circular tour that leads "around the Inn Valley," passing through all twelve communities of the Karwendel Silberregion. Jenbach railway station is the starting point, from where it takes five days to hike at medium altitudes through the Karwendel Mountains and the Tux Alpine foothills. The easy to moderately difficult long-distance hike is particularly entertaining, thanks to the many sights along the way. The historical background of the region is reflected throughout the entire route. Some stages are also suitable for families. Hikers cover some 3,360 metres of elevation difference on the 86-kilometre tour, along which there are plenty of places to stop for refreshments and overnight stays. www.silberregion-karwendel.com

Top of Alpbachtal: new viewing platform with 360° panoramic views

The prestigious Norwegian architectural firm Snøhetta, based in Innsbruck, is responsible for the design of the new viewing platform in Alpbachtal: "Top of Alpbachtal" is a 13-metre-high observation tower at the top station of the Hornbahn 2000 cable car. With a large

panorama window inside and a 360° viewing platform, visitors can look forward to unique panoramic views. In accordance with Alpbach Valley tradition, the tower is made of wood and clad with handmade shingles. The interior design is based on a Tirolean lounge theme. Those interested can visit the new viewing platform in summer 2023 on guided tours or on individual hikes. www.alpbachtal.at

Place it Token: playful visitor guidance in the Alpbach Valley

In summer 2023, the Alpbach Valley will be the pilot region for a new digital visitor guidance project. Using an app developed by the Bonn-based company "placeit", the behaviour and movement of guests can be gauged by means of gamification, whereby guests collect so-called tokens. To get started, all they have to do is scan a QR code with their smartphone and the digital scavenger hunt begins. A digital parallel world is not created, however, but information provided augments the real world instead: as guests wander from station to station, for example, they are notified on their smartphone which sights or eateries are nearby. www.alpbachtal.at

60th Anniversary: Kaisergebirge Nature Reserve & Kaiserlift Kufstein

The Kaisergebirge has been a nature reserve since 1963, and this year the popular hiking area between Zahmer and Wilder Kaiser celebrates its 60th anniversary. Hikers, families and passionate mountaineers appreciate the unspoilt landscape, which is conveniently accessible by taking the Kaiserlift Kufstein. The start of the summer season on 29th April 2023 also marks the start of the anniversary year. Visitors can then look forward to a series of smaller workshops and lectures on the Kaisergebirge Mountains throughout the summer, with a focus on raising awareness and educating people about the nature reserve. www.naturerlebnis-kaisergebirge.at

BergWaldWeg Trail Penken: scenic hike in Mayrhofen

The new 4.7-kilometre BergWaldWeg trail on Mount Penken leads from the Penkenbahn top station to the middle station of the Finkenberger Almbahnen cable car. Along the approximately 1.5-hour hike, hikers enjoy the idyllic landscape and unique views of Mount Ahorn opposite and the Stilluptal Valley. Those wishing to extend the tour a little further can take the Finkenberger Almbahn up to the Penkenjoch and then the PanoramaRundWeg Penken trail back to the Penken Kombibahn, from where you can walk back to the original starting point. Alternatively, hikers can take the bus from the valley station of the Finkenberger Almbahn back to Mayrhofen. www.mayrhofen.at

Bergwelt Hahnenkamm: new, wheelchair-accessible facilities in the Reutte Nature Park Region

From spring 2023, tourist attractions in the Reutte Nature Park region will be enhanced by a new feature, as the circular trail on the dam wall of the new mountain lake will be wheelchair accessible, as will the Alpine Rose Garden below the mountain station. Thanks to new paths, visitors will also be able to access the revitalised Alpine Rose Garden with wheelchairs or prams. Following the extension of the Alpine Rose Trail from Höfen to Lechaschauer Alm, Bergwelt Hahnenkamm is thus implementing further steps in its overall accessibility concept. www.bergwelt-hahnenkamm.at

Further activities for hikers:

- Seefeld Region - Tirol's alpine plateau: new panoramic trail around the Seefeld Pfarrhügel with views over Seefeld, the region and the surrounding mountain landscapes from Hoher Munde to the Karwendel Nature Park. www.seefeld.com
- Ötztal: new hiking trail from Gampe Alm to Hochsölden, parallel to Bike Republic Sölden's Gahen Line. www.oetztal.com
- Ötztal: new rest areas or viewing platforms with photo opportunities and views of Rotmoos Waterfall in Gurgl. www.oetztal.com
- Pitztal: new panoramic hiking trail with wonderful views from Sechszeiger to Hochzeiger. www.pitztal.com
- Stubai: new nature attraction at Mischbach Waterfall featuring a wooden viewing platform and views of the cascading waterfall. www.stubai.at
- Tirolean Oberland: new panorama trail below the cascading creek in the Anton-Renk and Stalanz area, with views of the mountains and waterfall. www.tiroler-oberland.com

BIKE & MOUNTAIN BIKE

Area47: Austria's first indoor bike park in the Ötztal Valey

Austria's first indoor bike park with pumptrack, flowline, kicker, drops and co opens on 28th April 2023 in Area47 in the Ötztal Valley, Austria's largest leisure park. Bike enthusiasts can then look forward to year-round biking fun for all proficiency levels, regardless of the weather. The bike park, with its various lines and AREAs, is skilfully integrated into the 3,700 m² hall. In the front area, an asphalt pumptrack with a kids' pumptrack awaits on an area of 1,000 m². The jump line beyond promises action-packed jumps with two roll-ins (from medium to expert) including a landing bag, while a 140-metre-long dirt flow line with two lines in easy to medium difficulty invites you to cruise. Various features made of natural materials in the Skills AREA, such as tree roots, a rock garden, practice drops and hairpin bends, help you improve your skills. area47.at

Bike Area Fieberbrunn: new single trail & new shaped line

In summer 2023, bikers will be able to enjoy a new single trail and a completely reshaped Hänsn Line in the Easy Park Obingleitn. The new single trail (1 kilometre long, medium difficulty / red / S2) complements the flowing Schweinestberg trail and offers advanced bikers even tougher challenges. The trail starts at the "Schweinestberg Trail" gate just below the Streuböden middle station in Fieberbrunn; after a few metres, the new trail branches off to the right into the forest. www.fieberbunn.com/bikearea

Kitzbühel Alps: new Bike Route from KRAFTalm to Rigi

Bikers can enjoy magnificent views of Kelchsau and the Kitzbühel Alps on the new 268 bike route from the KRAFTalm at the middle station of the Salvista cable car to Alpengasthof Rigi. Due to the steepness, this MTB route is classified as difficult / black. However, those who put the effort in and make it up the climb are rewarded with a great place to stop for refreshments. www.kitzbueheler-alpen.com

Sonnenrast-Trails: new Bike Infrastructure Project in the Kitzbühel Alps

The recently formed Bike ARGE consortium in the Kitzbühel Alps is focusing on expanding the bike infrastructure in the region. The first of these will be the Sonnenrast trails in the Kitzbühel Alps - Brixental region at Sonnenrastbahn cable car from summer 2023. Three new trails for less experienced bikers and children will be created, and bike transport with the mountain railway will also be possible. From now on, new attractions will be added to the bike area every year. www.kitzbueheler-alpen.com

Tirolean Zugspitz Area New Flow Trail

The new Marienberg Trail in Biberwier in the Tirolean Zugspitz Arena starts directly beneath the Sunnalm at Marienberg. With a length of 3.6 kilometres and a difficulty level of blue (S1), the new flow trail offers fun and action, even for less experienced trail bikers. The ascent is via MTB route no. 835 or comfortably with the Marienberg cable car. The Marienberg trail first starts alongside the ski slope, then leads along a short section of forest road to the "Mure", where the trail finally meanders gently through the forest and is strewn with obstacles. The trail ends at the middle station and leads directly into the "Fun Trail." zugspitzarena.com

FAMILY

Outdoor Escape Adventure: multimedia Treasure Hunt in the Zillertal Valley

A new interactive adventure will lure children, young people and families to the Spieljoch in the Zillertal in summer 2023: puzzle lovers will embark on an exciting search for the mysterious legacy of Grandpa Mauritsch on the "Abandoned Mine" outdoor escape adventure. Equipped with a map and the corresponding radio drama, players vie for Grandpa Mauritsch's inheritance via a mobile phone app. The app, which was programmed by Innsbruck-based gamification producer Locandy, accompanies adventurers on their mission from the mountain station via the reservoirs to the Spieljochbahn middle station. Those who manage to solve the riddle can exchange it for a surprise gift at the Kohleralm-Hof. www.spieljochbahn.at

GOASBerg mystery tour: new attractions in the Brixen Valley

On the GOASBerg mystery tour in the Brixen Valley in the Kitzbühel Alps, eight quiz points about the animal and plant world provide interesting and valuable information about the local nature in playful fashion. The 3.5-kilometre hike from the top station of the Gaisberg lift down to the Obergaisberg Guesthouse is also suitable for children. With a walking time of one and a half hours, it invites you to discover the varied mountain and forest landscape of the Kitzbühel Alps. In addition to the quiz stops, four spectacular forest slides, a mountain lake, a new viewing platform with a hidden object challenge and a slide await you along the way. Fun and adventure are guaranteed! www.kitzbueheler-alpen.com

Triassic Park: new water games & augmented reality puzzles at Steinplatte Waidring

The popular Triassic Park on the Steinplatte Waidring in the Pillerseetal Valley will have a new attraction in summer 2023. The "Mini-Urmeer" (mini ancient sea) is a playground with a completely new water feature and lots of opportunities to let off steam. After an exciting raft ride and the giant dino tube slide, little prehistoric explorers can splash around, play, climb or just chill out to their heart's content. A new dinosaur has also joined them in Triassic Park. Older kids can bring prehistoric times to life in the interactive augmented reality puzzle experience, which is another new feature. Those who crack the secret code word can look forward to a cool wooden medal with a dinosaur engraving. www.triassicpark.at

Timok's Wild World: new explorer trail in Fieberbrunn

Science freaks take note: Timoks Wild World, the family & leisure park in Pillersee Valley, is getting a new attraction in summer 2023. Timok's Explorer Path is being created between the Streuböden mid-station and the Wildalpgatterl. At six interactive stations, Timok playfully reveals flora and fauna news about the alpine region and its small, exciting secrets. There is a riddle to solve at each station. Those who answer all the questions correctly and solve the mystery word, will receive a small reward at the cash desk. www.fieberbrunn.com

Leutasch Spirit Gorge: redevelopment of the popular excursion destination in the Seefeld Region - Tirol's alpine plateau

Leutasch Spirit Gorge is one of the most popular excursion destinations in the Seefeld region. The gorge will be extensively renovated and redesigned by summer 2023. Visitors can then look forward to a family-friendly themed trail with its own storyline, great interactive stations and the legendary inhabitants of the gorge. www.seefeld.com

KAT Walk Family: New, improved options for families

The family-friendly long-distance hiking trail KAT Walk Family will enter its third season in summer 2023. In order to make the programme even more family-friendly, there are some new features for young and old this year. Families will now be on the KAT Walk for five days and four stages (instead of the previous five stages) and will also sleep in family-friendly establishments. In addition to half board, hikers can now also book a breakfast package and a KAT Walk lunch box. From summer 2023, luggage will also be transported sustainably in a specially branded e-vehicle.

Further offers for families:

- **Paznaun-Ischgl:** new archery course at Lake Schwarzwassersee in Ischgl. www.paznaun-ischgl.com
- **Pitztal:** downhill fun from 2,000 to 1,450 metres on the new Hochzeiger Family Trail to the Hochzeiger valley station. www.pitztal.com
- **Pitztal:** new motor skills trail, new XXL ball track at Zirbenwasser Waters, new Zirbenbaumhaus tree house at ZirbenPark Hochzeiger World of Swiss Stone Pine. www.pitztal.com
- **Tirolean Zugspitz Area:** Escapetrail, a modern scavenger hunt with three different levels of difficulty. zugspitzarena.com

NATURE

Zillertal: opening of the new Nature Park House in Ginzling

The new Nature Park House in the Zillertal Alps Nature Park in Ginzling will open on 17th June 2023. The house offers visitors a unique opportunity to discover the geological treasures of the Zillertal Alps and features a comprehensive exhibition on the topics of geological history, geology, crystals and minerals. The unique collection of Zillertal garnets is a special highlight. In addition to the exhibition, the Nature Park House also has a newly created nature garden with an attractive climbing and play landscape. A spacious terrace and two charging stations for electric cars round off the facilities available. www.naturpark-zillertal.at

CULTURE

Reutte Nature Park Region: new "Top Liner" inclined lift system at Ehrenberg Castle World

Ehrenberg Castle World in the Reutte Nature Park Region has four fortresses. In summer 2023, it will have one more attraction: The new "Top Liner ... up to the top" inclined lift system will open to take guests comfortably to the highest castle ruin at an altitude of around 1,250 metres. This connects the top station of the existing "Ehrenberg Liner" with the Schlosskopf. In addition to the technology and equipment garage, the top station also includes a toilet and waiting room and is soon to be expanded to include a restaurant. www.reutte.com

Hall in Tirol: Virtual tour of the historic old town

In summer 2023, those wishing to follow in the footsteps of the historic old town of Hall in Tirol can do so with the help of a newly developed digital tour of the town. The Locandy app will guide visitors through ten interactive stations and sights in Hall's old town. In addition to the general history of the city, there will also be interesting anecdotes about the local past. Composer and musician Herbert Pixner, who now lives in the region, provides the musical setting during the city tour. His songs accompany every interesting stage. www.hall-wat-tens.at

HEALTH & WELLNESS

healthy.region: new holiday opportunities in the Wipptal Valley

As part of a collaboration with Tirol Werbung and Standortagentur Tirol, the Wipptal Valley is expanding its "gesunde.region Wipptal" (Wipptal healthy.region) project in summer 2023. The range of good health promoting measures concentrates on the area of prevention: becoming active and staying healthy. The focus is on the three core areas of relaxation, exercise and nutrition. "Time out instead of prime time" and "Yoga in the mountains" (with health insurance subsidy). www.wipptal.at

Alpenbad Leutasch: new sauna area

Alpenbad Leutasch is entering the 2023 summer season with a completely renovated wellness concept. A new and modern panorama sauna with views of the Hohe Munde, a new outdoor sauna, spacious relaxation rooms with new innovative infrared loungers, a pool area with indoor and outdoor pools with relaxing massage loungers now enhance the sauna area's

facilities. Guests can also indulge in pleasures of the palate in the Vabene or Dorfstadl restaurants and in the new sauna café. www.alpenbad-leutasch.com

Further information on summer holidays in Tirol can be found at www.tyrol.com/things-to-do/summer-holidays

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With its 34 regional associations, **Tirol** l is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

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