
u n l i m i t e d

AT HOME IN THE GREAT OUTDOORS: CAMPING FOR ALL IN THE INNSBRUCK REGION

Camping is all the rage right now – and with good reason, as no other type of holiday is as closely linked with freedom and adventure as the very special days and nights spent in the great outdoors. State-of-the-art facilities mean that you no longer have to do without comforts: see for yourself at the various campsites in the Innsbruck region, including the Natterer See lake, a holiday paradise with a wide range of accommodation and entertainment options that leave nothing to be desired.

Nestling in unspoilt natural surroundings in the midst of a lush green forest and grassy meadows that sway gently in the breeze, the Natterer See lake is a holiday paradise that lives up to its name. Located in the Innsbruck region, to the west of the idyllic village of Natters, the lake not only offers fantastic views of the beautiful Tyrolean mountains but also all the amenities of a modern campsite, plus a number of special features – from original accommodation and a wide range of food and drink options to fascinating leisure activities. The fact that there is so much to discover here is not least down to the work of Georg Giner, who has been running the site since 1996. He says: “It is simply a matter of vital importance that guests have a good time with us. Their stay with us should be unforgettable.”

For adventures large and small

The site’s origins date back to the 1920s, when Georg’s grandfather, Josef, settled at a small farm in Natters and began to create a bathing lake. This forms the heart of today’s campsite, which was built by Georg’s father Karl in the early 1960s: he then continually expanded it. The site has as a consequence grown enormously over the years, in terms both of size and facilities. “Camping used to be a relatively simple affair: you basically just needed a few pitches, power connections and toilet facilities”, explains Georg. “But in the meantime camping has become a fashionable form of holiday and people don’t entirely want to do without comforts, meaning that their expectations have risen.”

Georg, a native of Tyrol, early on recognised the trend towards so-called “glamping” and developed accommodation accordingly: first came rustic sleeping barrels, later came African-inspired safari lodge tents, wood lodges, cosy houseboats and high-quality holiday apartments. The resort was also expanded to include three children’s play parks, an outdoor gym and more besides. There is thus plenty for young and old alike to discover here at the Natterer See, with fun and entertainment guaranteed.

A second home

It is therefore no wonder that many guests keep returning – like Greta and Jo ten Have from the Netherlands. They have been holidaying at the Natterer See every summer since 2005, apart from the break forced upon them by COVID. “We come here every year – sometimes just for a short stop on the way south or heading back home, but we usually stay for several weeks”, explains Greta. She and her husband particularly appreciate the resort’s location, right on the water and surrounded by greenery, yet just a few kilometres from Innsbruck.

This makes Natters an ideal starting point for all kinds of excursions and hikes – not only to the city and its immediate surroundings but, as Jo says, further afield too. He and his wife get out and about almost every day while on holiday, exploring the sights and cultural treasures of Innsbruck, but above all the alpine scenery of the Innsbruck region and the neighbouring Stubai Valley. One of their favourite tours is to the hill known as the Faltegartenköpfl, while they are also frequent and welcome guests at the

u n l i m i t e d

huts on the Mutterer Alm and Götzner Alm, says Jo: “Many people here know us now, including the hut wardens who greet us when we come to visit. That gives us a good feeling.”

Over the years, the ten Haves have also made a number of acquaintances and friends at the lake – both with their fellow countrymen and with Georg Giner and his team. “The staff are always very friendly”, says Greta. “That’s one reason why it feels like a second home here after all these years.”

Always something new

Georg Giner himself is frequently to be found on the grounds of the resort – often, on account of the distances involved, riding on a Segway or a small golf cart. “I like to help my employees with technical or manual problems whenever I’m needed”, he says. “However, my most important job is developing the resort further, so I’m constantly on the lookout for innovative ways to improve the resort’s quality for our guests.”

The latest addition is the Secret Koi Garden: currently in the final construction phase, it will consist of a total of seven small but cosy “cuddling caves”. Deliberately hidden away, they are primarily aimed at those (newly) in love and at couples from near and far who would like to spend one or more nights in undisturbed togetherness. However, according to Georg, this is absolutely not the last innovation for the campsite, as: “You simply have to offer people something new – and that’s what we want to do.”

Something for everyone

The Natterer See lake, while a holiday paradise, is of course by no means the only campsite in the Innsbruck region – there are several others, each with a different focus. The Gerhardhof in Wildermieming, for example, boasts an impressively sustainable approach and a beautiful location, while the campsite in Judenstein is located close to Innsbruck and offers breathtaking panoramic views.

More information is available online at:
<https://www.innsbruck.info/en/destinations/d/campsites.html>.

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.

u n l i m i t e d

Further links

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

Market Management

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