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Summer in the Capital of the Alps - 5 tips for a summer break in the Innsbruck region

Innsbruck offers a unique opportunity for travellers looking to experience unrivalled variety in an alpine destination this summer.

Surrounded by mountains, the Innsbruck region includes natural alpine landscapes, picturesque villages and a wealth of cultural and historic attractions in the city.

Here are five reasons to visit Innsbruck this summer:

Hiking in the Innsbruck region:

Surrounded by mountains, the Innsbruck region is blessed with a wealth of hiking trails, including the Zirbenweg trail between Patscherkofel and Tulfes which is surrounded by centuries-old stone pine forests, and through larch forests along the Obsteiger Larchsteig trail.

With the free Innsbruck Welcome Card, guided hikes are available to explore the region in all its glory. Provided with a stay of at least two nights at selected partner hotels and accommodation, the Welcome Card also includes free public transport in the region and discounts on cultural highlights.

<https://www.innsbruck.info/en/destinations/accommodation/welcome-card.html>

Become a history buff

Innsbruck is adorned with historic attractions and summer is a great time to explore its rich and vibrant history. With its title of Capital of the Alps comes a wealth of grand European history and cultural gems such as the Hofkirche Court Church, the Hofburg Imperial Palace and Ambras Castle, plus the world-renowned Golden Roof, which Emperor Maximilian built for his wedding around 1500AD.

Cool off in the natural swimming lakes

The Innsbruck region's stunning natural lakes provide the perfect opportunity for fans of outdoor swimming to enjoy their sport. Offering the perfect environment to swim in the sight of picturesque mountains, the areas are purpose built with changing facilities and easily accessible from the city centre. Three popular locations include Lake Lans, (Lanser See), Natters Lake, (Nattersee) and Lake Mieming (Mieminger Badesee).

Swarovski in Summer

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Immerse yourself in the heart of Swarovski, where 'The Giant' greets you at the entrance before visiting the 18 Chambers of Wonder, displaying some of Swarovski's grand jewels and memorabilia. Perfect for fans of the brand or for a family day out, the gardens have a children's play tower, playground and even a carousel. More information on Swarovski World can be found here:

<https://kristallwelten.swarovski.com/Content.Node/wattens/index.en.html>

Rest and recharge in the mountains

If you're after a well-deserved rest and recharge holiday, Innsbruck offers some of the best wellness spas and hotels in the region, often featuring saunas, pools and a range of treatments.

Enhance your wellbeing experience with a visit to the Bio Wellness Hotel Holzleiten or the Alpenresort Schwarz, both offering relaxing activities including yoga, panoramic heated pools and a range of treatments.

For more information on the opportunities for relaxation and tranquillity visit <https://www.innsbruck.info/en/relax.html>

Further details about the Innsbruck region in summer can be found at <https://www.innsbruck.info/en//summer.html>

Direct flights to Innsbruck are available from major airports across the UK.

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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

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stories and personal impressions of local characters that can be found on the popular blog and social media channels at #myinnsbruck.

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

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