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FROM BABY BOOMERS TO GENERATION ALPHA, THE INNSBRUCK REGION OFFERS FUN FOR ALL IN WINTER

It's evening at the hotel: little Felix is beaming from ear to ear after his tobogganing adventures, Mum feels completely relaxed after her massage, while 8-year-old Lena is proud of having skied down her first red slope. Grandad Karl has a happy smile on his face after his walk in the snow with Grandma – and even moody teenager Max thinks Dad acted pretty cool today at the fun park. This is how a winter holiday in the Innsbruck region could turn out – because here, every generation has a good reason to be outdoors.

Sledging fun for the little ones

Tobogganing means fun for all the family – if only you didn't have to carry the little ones up the hill. Fortunately, the gondolas on the Muttereralm are at hand to whisk everyone to the top in no time at all. The family-friendly run down to the middle station is ideal for tobogganing with smaller children. Little ones who are ready to ski, on the other hand, will be right at home on the Grünberg on the Mieming Plateau. There's not only a magic carpet for them, but also a lovingly designed adventure playground. Meanwhile, for those who prefer to be out and about in the city, we recommend the playground in Innsbruck's Imperial Gardens, which has plenty of space to let off steam and explore.

Enjoyment for older kids

Children love the Rangger Köpfl ski area in Oberperfuss with its easy slopes – ideal for beginners. This winter, the ride to the summit will be even more comfortable, as the T-bar lift has been replaced by a modern combined lift. And if the kids don't want to go skiing? How about ice skating instead? The outdoor ice rink at Olympiaworld Innsbruck and the ice rink in Telfs are ideal for trying on skates then whizzing across the ice. What if the children aren't into winter sports at all? There are numerous alternatives: they can go wild at the Flip Lab in Völs, Tyrol's largest indoor trampoline park. Or, for those who prefer to exercise their senses rather than their muscles, the Audioversum in Innsbruck is truly a place to "prick up your ears": an interactive science centre that is all about hearing.

Cool adventures for teenagers and young people

A somewhat different museum can also be found in the Kaufhaus Tyrol shopping centre in the heart of the city. The so-called "Experience Tirol" combines 3D adventures with virtual reality, presenting the region in new ways. Meanwhile, there are thrills to be had with bobsleigh rafting or riding a racing bobsleigh down the Olympic ice channel in Igls, with its 14 high-speed bends and spectacular "Kreisel" curve. Budding freestylers will be totally in their element at the fun park in the Axamer Lizum or in the Nordkette ski area. And, to ensure that youngsters look fashionably smart in the snow, Innsbruck is also home to numerous relaxed snowboard and freeski shops, such as "Blue Tomato" and "Moreboards". But even those who are not into sports fashion will hardly be disappointed by the shopping opportunities in the capital of Tyrol: in addition to the popular chains, there are well-stocked vintage outlets such as "Nowherevintage" or "Wams", as well as original little boutiques such as "feinheiten" and "e.c.t. studio".

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A time-out for the parents too

Mum loves sightseeing? Dad loves skiing? Or is it vice versa? With the SKI plus CITY Pass Stubai Innsbruck, both can have what they want – because both activities are included. For example, they can have fun on the slopes together in the morning, then spend the afternoon in a museum in the city. There is always plenty of variety in the Innsbruck region: as an example, the free winter active programme (included with the Welcome Card for guests) offers guided snowshoe hikes. After all that sport, it's now time to relax: and there are plenty of hotels around Innsbruck, such as at the VAYA Resort in Kühtai, with tempting spa areas for Mum and Dad to take a break. And the best is that, while their parents are being pampered in the spa, the little ones can join in a ski taster course at the Kühtai ski schools. No need to worry about the snow conditions, either, as this is Austria's highest ski resort.

Fun for the grandparents too

A visit to Innsbruck's Christmas markets and the sparkling LUMAGICA light park will not just make the grandchildren's eyes shine with joy: here, the local culinary specialities, regional handicrafts and traditional Yuletide events, such as carol singing, attract young and old alike to the city. Those longing for peace and quiet after the hectic Advent season can also enjoy leisurely walks in the surrounding area. One easy yet scenic winter walk can be found in Igls where, from the Kurpark gardens, the route leads across wide fields towards Patsch, all with magnificent views of the Stubai Glacier. More athletic visitors can head for the Praxmar-Lüsens cross-country skiing area, where snow is guaranteed throughout the season; or they can try out the trails on the Mieming Plateau for a nature adventure.

Good to know: our four-legged friends are also welcome in many establishments. Find out more here: www.innsbruck.info/destination/d/unterkunftsliste.html?filter=1553

More ideas for an "intergenerational winter holiday" in the Innsbruck region can be found online at: www.innsbruck.info/destination/familie-winter.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

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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

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