

# Tirol Mountain Winter by the Numbers

**22.9 Million** In total, Tirol saw 22.9 million guest room nights in 2019-2020 winter season.

**5.0 Million** In the winter of 2019-2020, 5.0 million people from all over the world visited Tirol.

**340,000** In total, Tirol boasts 340,000 guest beds, with hotels and holiday rentals accounting for one third each and with homestays making up 7 percent.

**4.6** Median days stayed: The average length of stay in Tirol for holiday visitors is 4.6 days (2019-2020 winter season).

**50.6%** The German market continues to be Tirol's most important key market: Germans remained the top vacationers, making up 50.7 percent of all overnight leisure travellers to Tirol in the winter (2015-2016 Winter Season).

**100+** With more than 100 ski resorts, including single lift ski areas, Tirol has something for every skier and snowboarder.

**573** Three-Thousanders: 573 peaks in Tirol rise more than 3,000 meters above sea level. 3,798-meter Großglockner and 3,768-meter Wildspitze are the country's tallest mountains.

**~3,400** With 3,400 kilometers of ski runs, Tirol offers some of the most epic trails and thrilling rides you'll be able to find.

**1,100** In total, 1,100 gondolas and ski lifts move people around in the mountains of Tirol.

**20** Keen on getting in a few more runs? 20 ski resorts offer night skiing. Floating through the night beneath the glow of the slope's lights is an otherworldly experience.

**91** Ski as much as you want, wherever you want with just one pass: The Tirol Snow Card offers unlimited access to 91 ski resorts all across Tirol.

**300+** Tirol's 300+ ski schools offer a wide range of programs for all ages and experience levels to make your ski experience in Tirol the best it can be.

**7,000+** Tirol's 7,000+ ski school instructors are highly trained and have many years of experience instructing beginning and accomplished skiers.

**700+** You'll be in safe and competent hands with over 700 highly trained and experienced mountain guides who know every inch of the surrounding scenery and who are keen to share their knowledge.

**5** Reaching up to elevations of 3,000 meters above sea level, the 5 glacier ski resorts in Tirol are endowed with reliable snowfall during their long season. One glacier resort even boasts year round skiing.

**~70** Are you in for a bit of freestyle adventure? Roughly 70 terrain parks across Tirol appeal to up and coming freestylers and seasoned experts alike.

**124** Seek out some of the country's quintessential foods served at 123 restaurants brandishing the "Tiroler Wirtshaus" ("Tirolean Inn") logo, indicating locally grown produce on their menus.

**98** Tirolean restaurants have been awarded with hats by Gault Millau

**16** Ski regions specialise in winter holidays for the whole family.

**1,856** With a surface area of 1,856 square kilometers, Hohe Tauern National Park is the largest protected area in Austria, full to the brim with beautiful, natural scenery. In addition, Tirol's five Nature Parks greet visitors with rugged postcard-perfect peaks and pristine wilderness.

**2,657** Situated at the heart of the Old Town district, the Golden Roof is the landmark of Innsbruck – the late Gothic oriel with loggia is adorned with 2,657 fire-gilt copper tiles.

**100+** More than 100 winter sports events, among them prestigious and legendary ones such as the Hahnenkamm World Cup Race in Kitzbühel, the Ski World Cup Weekend in Sölden, the White Rush in St. Anton and the Freeride World Tour in scenic Pillerseetal Valley, make Tirol the number one winter sports destination in the Alps.

**7,000** Tirol boasts some 300 brass bands, with 7,000 musicians marching and playing their stirring music to the entertainment of all.

**14** Regions offer an extensive winter hiking network of the highest quality.

**10** Tirolean regions are part of the Tirolean cross-country skiing network and therefore are dedicated to perfect cross-country skiing conditions and regular quality checks.

**4,000+** With more than 4,000 kilometers of well-maintained trails for classical and skate skiing, cross country skiing in Tirol has something to offer everyone from beginner to expert. Moreover, over 100 lodgings are specifically geared towards the needs of cross country skiers.

**3** Get on track and trail with Adaptive Nordic Skiing: 3 Tirolean regions are leaders in forwarding the sport of sit-skiing in the Heart of the Alps.

**220** Well-kept toboggan runs offer a total of 750 kilometres of sledging fun.

With 5.0 million international arrivals from more than 50 countries around the globe, some 22.9 million guest room nights in the year 2019-2020 and 34 local tourist boards, **Tirol** ranks as one of the leading tourist destinations in the European Alps. Tirol's 200-year-old tourism history is marked by visionary and intriguing characters. Summer and winter, visitors to Tirol appreciate unique outdoor experiences, a high level of personal services and superb tourist facilities, along with legendary and bespoke hospitality. The **Tirol Werbung GmbH** (Tirol Tourist Board) is the official tourism office for the Province of Tirol and has its headquarters in Innsbruck. The Tirol Tourist Board aims to position Tirol as the most popular playground in the Alpine world.