
u n l i m i t e d

SO MANY FUN THINGS FOR FAMILIES IN THE INNSBRUCK REGION

Whether culture or nature, city or countryside, relaxation or action – the Innsbruck region offers unforgettable holiday experiences for all the family. It is the ideal starting point for freely choosing between numerous nearby activities and adventures every day, meaning that the holiday fun is practically unlimited!

A world opens up for all the family in the Innsbruck region – a world full of activity, fun and enjoyment. Exciting journeys of discovery in Innsbruck usually lead from the city directly into the natural world, providing both young and old with wonderful holiday memories. A stroll through the city against the imposing backdrop of the mountains or a visit to a museum with its interactive displays will turn into a fascinating outing. Children discover a feeling of wanderlust on the family-friendly hiking trails that lead through the natural surroundings. There is plenty of time too for letting off steam at the many adventure playgrounds, while explorers large and small can cool off in the refreshing waters of one of the region's wonderful bathing lakes. In a word? Variety!

Awaken your curiosity, discover the city

Culture, history and science are by no means “boring”, as many children and young people might be tempted say should you suggest a museum visit. The exhibitions and guided tours are both creative and fascinating: there is simply so much to discover.

For example, “Open your ears!” is the motto of the Audioversum Science Center on the topic of hearing. This interactive museum stages fascinating exhibitions for participating in and experimenting. Oversized sensory cells, an acoustic hunt for invisible birds, determining your sense of balance with VR glasses and much more besides can all be experienced in these unique acoustic worlds of adventure. Definitely worth a visit!

The Tyrolean Provincial Museums also offer specially designed family tours as an experience for young and old alike: the Armoury museum presents hidden treasures from Tyrol's early natural and cultural history, as well as mysterious legends about mountains and dwarfs. A cheeky housefly accompanies visitors through the finest rooms in the Tyrolean Folk Art Museum, while the Tirol Panorama challenges you to solve little riddles about Alpine animals. And, once at the Tirol Panorama, a visit to the ski jump on the Bergisel hill is a must: the viewing terrace and the tower not only offer breathtaking panoramic views – you can also sense the emotions of the ski jumping idols who take to the air against the impressive alpine-urban backdrop. Wow!

The Tyrolean world of culture and museums has several other attractions, such as the Imperial Place or Ambras Castle, that guarantee an interesting and varied visit for the whole family.

Action guaranteed – whatever the weather!

What would a summer holiday be without a cooling dip? Probably only half the fun! Fortunately there are numerous bathing lakes and swimming pools in the Innsbruck region. Got your swimming costume? Then let's dive in! The refreshing Mieming bathing lake with its water trampoline and swimming islands, or the forest swimming pool at Barwies with its slide and playground, are perfect for cooling off and jumping in – all against the backdrop of the Mieminger Kette chain. The Natterer See lake too is a holiday paradise, offering fun days in and around the water with its Aqua Park and boat hire. Best of all, the free Welcome Card plus for guests gives greatly reduced admission to these and other lakes and pools. So there will be enough in your holiday budget for a second scoop of ice cream! For all information see www.innsbruck.info/welcome.

u n l i m i t e d

And, if the weather isn't quite so fine, it's worth paying a visit to the Alpine Zoo, Europe's highest. Here you can see the animals of the Alps in close-up. Can you spot the bearded vulture up in the treetops? And what's that pacing around the enclosure – is it a brown bear? Come and experience unique, fascinating encounters with eagles, lynx and other creatures.

The Swarovski Crystal Worlds in nearby Wattens also have a special fascination for young and old. The sparkling world of the Giant, with the underground Chambers of Wonder and the enchanting garden with its play tower and playground all invite visitors to look, marvel and have fun. What's more, this glittering adventure can also be reached without a car, as the Swarovski Crystal Worlds shuttle runs four times a day from Innsbruck to Wattens. And, best of all, the Innsbruck Card includes a visit to the Alpine Zoo, the Swarovski Crystal Worlds and the shuttle transfer to Wattens! For all information see www.innsbruck.info/innsbruckcard.

Off into the great outdoors, up into the mountains!

No family holiday in the Innsbruck region should be without a mountain adventure! And here even the highest of mountains can be reached by the smallest of hikers. So have you got your hiking boots on? Then come along! The region boasts numerous family-friendly mountain inns serving delicious cheese dumplings – these alone should be motivation enough! Some of the trails on the Rangger Köpfl are also suitable for prams, so even the very smallest mountaineers can come along. There, on the Ghost Trail, await the peculiar “bearded trees” – these “talking” spruces will encourage walkers with their stories and riddles. What's more, the free Welcome Card plus for guests includes a free ride on the cable car.

Visitors are also welcome to join one of the certified mountain hiking guides: the mountain hiking programme included in the free Welcome Card plus ensures that the entire family can enjoy a safe and carefree day out in the mountains. The guided forest and nature hikes make for special excursions for the whole family. As an alternative, take a llama for a walk across the sun-drenched Mieming Plateau: these shaggy-haired animals are sure to be a source of motivation and good humour on any hike.

You can also experience a mountain adventure in the Innsbruck region on two or three wheels: for instance, zooming down into the valley from the Muttereralm on a mountain cart. And there is a practice area for first riding attempts in the kids' and beginners' section of the legendary Bikepark Innsbruck, right next to the top station of the Muttereralm cable car. For the more experienced there is a wide variety of single trails offering plenty of biking fun! And one final bonus: the ride up to the Muttereralm is also included in the free Welcome Card plus for guests!

For all information about family holidays in the Innsbruck region see www.innsbruck.info/familien.

u n l i m i t e d

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.

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

Burggraben 3, A-6020 Innsbruck, Austria

+43 512 5356

office@innsbruck.info

www.innsbruck.info

Peter Unsinn

Markets&Insights

p.unsinn@innsbruck.info

www.innsbruck.info

Free photo downloads at:

u n l i m i t e d

www.innsbruckphoto.at
www.en.innsbruck.newsroom.pr