



























IN NUMBERS: WINTER IN TIROL

20.9 Million		million overnight stays in the Tyrol in the past winter 2021/22.
4.4 Million		million people from all over the world visited Tirol in winter 2021/22.
80		With more than 80 ski resorts, including single lift ski areas, Tirol has something for every skier and snowboarder.
574		Three-Thousanders: 574 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 offer s 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.
390 +		Tirol's 390+ 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.
294.992		Guest beds are available in the Tirol in winter, of which every second hotels, one third to holiday flats and 7 percent to private accommodation.

51,9 %		of all Tirolean winter overnight stays are attributable to the German source market. (winter season 2021/22).
4,7		days is the average length of stay of guests in Tirol. (winter season 2021/22).
780		You'll be in safe and competent hands with over 780 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.
117		Seek out some of the country's quintessential foods served at 117 restaurants brandishing the "Tiroler Wirtshaus" ("Tirolean Inn") logo, indicating locally grown produce on their menus.
102		Tirolean restaurants have been awarded with hats by Gault Millau.
16		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.
15,650		Members in about 300 brass bands enrich the cultural life of Tirol with their performances.
15		Regions offer a extensive winter hiking network of the highest quality.

12		Tirolean regions are part Tirolean cross-country skiing network and therefore are dedicated to perfect cross-country skiing conditions and regular quality checks.
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.
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.
> 750		kilometers of tobogganing fun offer the wellkept toboggan runs in total.
70		70 top shaped snowparks invite you to snowboard and freeski and to try new tricks.

With 8.8 million international arrivals from more than 50 countries around the globe, some 38.5 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.

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LEBENSRAUM TIROL
HOLDING