

IN NUMBERS: WINTER 2023/24 IN TIROL

More than 500 three-thousand metre peaks, over 80 ski areas, 5 nature parks and a cross-border national park: Tirol is a land of contrasts.

25.700.000 overnight stays were counted in Tirol in the past winter 2022/23.

5.760.000 arrivals recorded by Tirol's tourism industry in winter 2022/23.

328.131 guest beds are available in Tirol, of which every second to hotels, one third to holiday flats and 6 percent to private accommodation.

> **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 kilometres of ski runs, Tirol offers some of the most epic trails and thrilling rides you'll be able to find.

> **20** ski resorts offer night skiing. Floating through the night beneath the glow of the slope's lights is an otherworldly experience.

~ **350** Tirol's 350+ 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.

~ **900** You'll be in safe and competent hands with over 900 highly trained and experienced mountain guides who know every inch of the surrounding scenery and who are keen to share their knowledge.

5 glacier ski resorts in Tirol are endowed with reliable snowfall during their long season. One glacier resort even boasts year round skiing.

~ **70** top shaped snow and fun parks for snowboarding and freeskiing are available and invite you to try new tricks.

16 ski regions specialise in winter holidays for the whole family.

107 Seek out some of the country's quintessential foods served at 107 restaurants brandishing the "Tiroler Wirtshaus" (Tirolean Inn) logo, indicating locally grown produce on their menus.

238 gastronomy and hotel businesses have received a "Bewusst Tirol" award and are thus focusing more on regional products.

102 Tirolean restaurants have been awarded with hats by Gault Millau in 2023.

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 legendary ones such as the Hahnenkamm World Cup Race in Kitzbühel, the Ski World Cup in Sölden, the White Rush in St. Anton and the Freeride World Tour in Fieberbunn, 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 90 lodgings are specifically geared towards the needs of cross country skiers.

13 Tirolean regions are part Tirolean cross-country skiing network and therefore are dedicated to perfect cross-country skiing conditions and regular quality checks.

> **750** kilometers of tobogganing fun offer the wellkept toboggan runs in total.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

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