**FIVE GOOD REASONS TO SPEND THIS WINTER IN THE INNSBRUCK REGION**

**Say goodbye to the winter blues and enjoy the best of the cold season in the Innsbruck region. You don’t believe us? Come and see for yourself, and spend a winter holiday in the Innsbruck region. From relaxed and enjoyable to sporty and challenging – just the way you like it! Our five special tips let you get to know and love our Winter Wonderland in all its diversity!**

**1. Skiing fun meets city life: no problem with the SKI plus CITY Pass!**

Carving and powdering in the Kühtai ski resort and on the Stubai Glacier? Sightseeing and shopping in the regional capital of Innsbruck? Or chilling out and relaxing in the warm waters of the pool? The SKI plus CITY Pass Stubai Innsbruck means that you don’t have to spend long planning – it’s all included! So you can spontaneously decide, get out and enjoy. The pass offers access to no fewer than 13 ski areas, 22 city offers and 3 swimming pools, turning a holiday in and around Innsbruck into a unique experience. Best of all, the ski bus and the Hop on-Hop off Bus Sightseer are of course included too – so you arrive completely relaxed and ready for your daily dose of adventure!

**2. LUMAGICA Innsbruck and seven Christmas markets – your very own winter fairytale**

The air is filled with the scent of roasted chestnuts and mulled wine, Christmas sounds can be heard, the city gleams in its festive garb against the backdrop of the snow-capped mountains. Do you too look forward to the Advent season each year? One thing is for sure: it is a very special time in the Innsbruck region. The tall Christmas tree in front of the Golden Roof and the market stalls of the seven Christmas markets with their specialities and delicacies are guaranteed to get you in the Christmas mood. And a real highlight – in the truest sense of the word – is LUMAGICA Innsbruck, the Light Park in the Imperial Gardens, with magical light displays that are sure to make everyone’s eyes sparkle.

**3. Not just skiing: plenty of winter fun with the winter activity programme**

Those who think winter is just about skiing – have never been to the Innsbruck region! Here there is plenty to see and do away from the snowy pistes and slopes. The guided winter activity programme, for example, offers snowshoe excursions, winter walks and cross-country skiing trips in unspoilt winter landscapes. Fully trained guides will take you on tours through the winter wonderland that range from the easy to the challenging. Best of all, the winter activity programme is included in the free Welcome Card for guests.

**4. Up close and personal: winter events in the Innsbruck region**

You’re sure to need a quick breather after so much winter fun – and you can simply be there as one of the winter action’s biggest fans! From 2 to 4 December 2022 you can marvel at the unbelievable speeds achieved at the Luge World Cup in Innsbruck-Igls as the luge elite take on the curves and bends of the Olympic ice tracks! The Tyrolean Advent Festival is a much calmer affair: on 10 and 11 December 2022 you can enjoy traditional carol singing and get into the festive mood. And in the New Year, on 3 and 4 January 2023, you can stand right in the midst of a sea of red-white-red flags at the legendary Four Hills Tournament when, for the 71st time, the Bergisel Stadium will for two days be transformed into a mecca for ski jumping.

**5. Goodie: ski-for-free weeks in Kühtai with a free ski pass**

While we’re currently enjoying hiking and biking in the mountains, we’re also looking forward to getting our skis on! For those who can’t wait, we have a special winter warm-up: at an altitude of 2,020 metres, the ski season will be starting in the Kühtai ski resort at the beginning of December. The motto? “Ski in – Ski out – Ski free”. It goes like this: check in for three nights or more at one of our partner establishments between 2 and 23 December 2022 to get a free ski pass for the slopes – and leave your car in the garage during your stay, as the lifts or slopes are just a few steps from each hotel!

***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*](http://www.innsbruck.info/blog%20)

*Facebook:* [*www.facebook.com/Innsbruck*](http://www.facebook.com/Innsbruck)

*Instagram:* [*www.instagram.com/innsbrucktourism*](http://www.instagram.com/innsbrucktourism)

*Twitter:* [*twitter.com/InnsbruckTVB*](https://twitter.com/InnsbruckTVB)

*YouTube:* [*https://www.youtube.com/user/InnsbruckTVB*](https://www.youtube.com/user/InnsbruckTVB)

*Pinterest:* [*www.pinterest.at/innsbrucktvb/\_created*](http://www.pinterest.at/innsbrucktvb/_created)

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