**ANYTHING BUT DULL: UNLIMITED WINTER FUN IN THE INNSBRUCK REGION**

**Those who live by the motto “Variety is the spice of life” can enjoy unlimited winter fun with the Welcome Card in the Innsbruck region: from guided winter hikes to inclusive use of public transport, the free Welcome Card for guests offers a wide range of services for stays of two nights or more. Here are four highlights for the coming season.**

**1. Enjoy 360° variety while on holiday**

Once you arrive in Innsbruck – ideally after a comfortable train journey – the first thing to do is to explore the historic old town, with the constant presence of its imposing mountain backdrop. The central market square offers unique views and also is the best spot for taking photos, while colourful houses cheerily line the River Inn at the foot of the mighty Nordkette range. After savouring a traditional Tyrolean apple strudel in one of the old town’s numerous cafés, it’s time to discover the capital of Tyrol on your own. There is plenty to see in Innsbruck, whether a sightseeing classic or an insider tip. And, best of all, since public transport is included with the Welcome Card, all those who like to stroll around the city can travel from A for Alpine Zoo to B for Bergisel free of charge – and free of stress. The day’s highlight is provided by LUMAGICA Innsbruck, the magical light park in the wintry Imperial Gardens, where visitors young or old can experience a journey through all five continents on a 1.5-kilometre circular path amid colourful, interactive light displays. There is a 20% discount on admissions with the Welcome Card.

**2. From chill outdoors to chilling indoors**

Not far from the picturesque village of Oberperfuss stands the panoramic Rangger Köpfl peak. There, high up on the mountain, are numerous activities for every taste: while some prefer a leisurely walk, others zoom down the mountain on a toboggan run. And, while it’s fun to ride a toboggan down to the valley but climbing back up again with a sledge is not to everyone’s taste, the Welcome Card includes a free return trip up the mountain – toboggan included – on the Oberperfuss lifts and cable cars. For those who can’t get enough winter fun in the snow, on the other hand, we recommend a guided alpaca hike around Oberperfuss, included with the Welcome Card. After all this winter action, it’s time to relax a little: the Axams leisure centre with its wellness and bathing area is the perfect place to spend a few hours recuperating. The warm waters are made even more appealing with the 50% discount on 4-hour tickets available with the Welcome Card.

**3. From cross-country trail to concert hall**

Kühtai, Austria’s highest ski resort at 2,020 metres above sea level, is easily reached from Innsbruck on public transport – free of charge. But it’s not just the skiing that’s great here: the guided winter activity programme included in the Welcome Card also allows guests to try out a new outdoor activity, cross-country skiing – also for free. The cross-country skiing taster course on the high-altitude trails is especially good for newcomers to get to know and love this sport. Time spent in the snow is followed by the chance to relax on the sun terrace of one of Kühtai’s mountain restaurants. Whether you refer a savoury dumpling soup with cured ham, or sweet dumplings with custard, the breathtaking mountain panorama is sure to turn every meal into an experience! Another highlight awaits you back in the city: the Tyrolean Symphony Orchestra. From Wolfgang Amadeus Mozart to Richard Strauss, the programme is as varied as the winter holiday offerings to be had in the Innsbruck region. Another big plus for Welcome Card holders: a 10% discount on two tickets per performance.

**4. Winter walks and inspiration on ice**

Hikers can enjoy Innsbruck’s mountain world to the full – even in the colder months. The (winter activity) programme for example includes a free winter hike accompanied by a certified guide, who will take you directly from Innsbruck’s old town and into the forests at the foot of the imposing Nordkette range. Once back in the old town, the obligatory selfie in front of the Golden Roof is just as much part of the adventure as a classic “Wiener Schnitzel” with potato salad, eaten in a traditional inn. And, as a winter holiday in the Innsbruck region is all about experiencing new sports, you can practise a few pirouettes on the beautifully prepared ice rink at Telfs, with admission and public transport all included in the Welcome Card – and therefore free of charge!

For all information on the free Welcome Card for guests and the services it includes, see [www.innsbruck.info/welcome](http://www.innsbruck.info/welcome).

***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)

**Enquiries**:

Innsbruck Tourismus

Mag. Andreas Reiter

Markets & Insights

Burggraben 3, A-6020 Innsbruck, Austria

+43 512 5356-508

a.reiter@innsbruck.info

[www.innsbruck.info](http://www.innsbruck.info)

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