**THE INNSBRUCK REGION: THE FOUR FACES OF WINTER WALKING**

**Hiking is one of the favourite summer pastimes of the people of Innsbruck. But even in winter people are nowadays increasingly getting their hiking boots on and setting off on walks that take in the snow-covered city, gentle hikes through the wintry landscape, or more challenging tours through the snow – winter walking has so much to offer in the Innsbruck region. So let’s get going!**

1. **Winter city walks against a fairytale backdrop**

Setting out on new paths is easy in Innsbruck: the “Walks to explore”, seven themed city walks, lead through and across the city, away from the crowds and into a world of adventure. Discover the city’s impressive variety for yourself: there are sights both well-known and hidden, corners both familiar and secret, between the Bergisel Ski Jump and the Sill Gorge, in the historic district of Anpruggen, or in the cool, modern, youthful areas. And the Habsburg Walk will give you a sense of historic grandeur: a special walk that takes in the most significant locations in Innsbruck with links to its imperial past.

This walk can be explored individually, but also with the welcome accompaniment of the Innsbruck Card. Valid for 24, 48 or 72 hours, the card includes one-time admission to all museums and attractions along the Habsburg Walk as well as to other holiday highlights, for example the Swarovski Crystal Worlds in Wattens or a ride on the Nordkettenbahnen funicular and cable cars: public transport in the city is also included. For all information see [www.innsbruck.info/innsbruckcard](http://www.innsbruck.info/innsbruckcard). So let’s go!

**Tip: explore Innsbruck in winter on a guided city walk**

What about a leisurely city walk, complete with exciting tales, fascinating facts and amusing anecdotes? There is a wide range of themed tours for exploring districts, admiring architecture or sampling the Culinary Craft Tours or Innsbruck Food Tours. The guides lead you through the city, straight to the experience of Innsbruck.

1. **If you like hiking in summer, you’ll love winter walking!**

Just like hiking in the warmer months, winter walks require appropriate equipment and proper planning. Luckily, these wintry voyages of discovery always follow prepared trails, with magenta-coloured signs to show you the way and places to stop and enjoy refreshments. The Innsbruck region boasts a total of 67 kilometres of winter hiking trails: just put on sturdy footwear and functional, weatherproof clothing – and you’re good to go! Perhaps you like to hike in company? Then join the guides on the winter activity programme! The guided tours are included in the free Welcome Card and take in the region’s loveliest places: across the Mieming Plateau or at the foot of the Nordkette, and with tours ranging from the leisurely to the challenging, all is included in the winter activity programme!

1. **Stomping along on snowshoes**

For a more unspoilt winter adventure, try snowshoeing: with special snowshoes strapped to your hiking boots, you can also move over unprepared terrain. Snowshoeing is best in fresh powder snow, as you trek across the soft and fluffy white carpet. The same rules apply as for every voyage of discovery in the great outdoors: the right equipment, good planning and a certain level of physical fitness are all essential. If you would like to try out this sport, or simply explore the winter wonderland of the Innsbruck region in company, then join the winter activity programme. Best of all: the guided snowshoe tours are included with the free Welcome Card.

1. **Hiking up, sledging down – pure fun!**

Tobogganing – or sledging, as some call it – has come a long way from its origins as a form of winter transport: it is now a leisure activity enjoyed by young and old alike. Many of the toboggan runs in the Innsbruck region can be reached after a leisurely ascent through the wintry landscape. Does the hike to the start increase the sense of anticipation? But, before you get on board, many toboggan runs are located close to invitingly rustic huts or mountain restaurants. So top up your energy levels, then it’s on your marks, get set – toboggan!

***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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