**A GREAT REASON TO BE OUTDOORS: WINTER HOLIDAY VARIETY IN THE INNSBRUCK REGION**

**A real winter holiday of course includes skiing: but this is by no means the only option in the cold months of the year – at least not in the Innsbruck region. Because the Tyrolean capital and its surrounding villages offer more than enough to do, from fun-packed tobogganing and romantic walks through the snow, to extra-special city adventures. One thing’s for sure here, however: there’s always a great reason to be outdoors.**

**Skiing and snowboarding: the classics**

What would a winter holiday be without fun on the slopes? Skiers and snowboarders have plenty of choice in the Innsbruck region, because here and in the neighbouring Stubaital Valley are 13 ski areas, each offering something for every taste. Freeriders can go wild in the Axamer Lizum, for example, with its 300 hectares of open ground, while the Muttereralm ski area is aimed primarily at families with children. With its 35 runs, the Stubai Glacier is ideal for high-mileage skiers and those who want to continue skiing into the spring. This is also possible in Kühtai where a special offer awaits, namely the Ski Free Weeks: between 1 and 22 December 2023 a ski pass is included in the price of overnight stays for three nights or more. The especially adventurous can try out a special form of descent, the so-called “*figln*”: on short skis of some 50 to 60 centimetres in length – known as *Firngleiter* – you venture in spring-like conditions across the remaining snowfields on the Nordkette range – fast-paced but fun.

**Tip:** the best way to fully enjoy the wide range of ski slopes around Innsbruck is with the SKI plus CITY Pass Stubai Innsbruck. This covers a total of 296 kilometres of slopes in 13 ski areas in the Innsbruck region and the Stubaital Valley, plus the use of local ski buses. What’s more, it includes 23 city attractions and the Hop-on Hop-off Bus Sightseer – for even more winter holiday variety.

**Tobogganing: fun for large and small alike**

Tobogganing is always a great experience – and fun for all the family. Enthusiasts will for example be delighted by the winter sports resort of Kühtai in the Innsbruck region. At over 2,000 metres above sea level, with snow guaranteed, you can find the highest toboggan run in all Tyrol. One of its special features is that the ascent and descent are separate from one another, so that you can enjoy the magnificent winter views on the 45-minute journey upwards. Once you reach the top, the Graf Ferdinand House invites you to stop off for refreshments before you head almost one-and-a-half kilometres downwards. There are numerous curves for variety, while the floodlighting – daily until 10.30 pm – means that you and your tobogganing companions can keep going until late in the evening.

**Gliding through the landscape: cross-country skiing**

There are few things more beautiful than exploring a fairytale winter world on cross-country skis in the bright sunshine, past forests covered in deep snow and romantic hamlets, all against the uniquely impressive backdrop of the Tyrolean mountains. You can experience this for yourself on the Mieming Plateau in the Innsbruck region, an ideal area for cross-country skiers from beginner to expert. Despite the fact that there are some 80 kilometres of trails – all free of charge! – in this sunny part of the world, it is still regarded as something of a secret among winter sports enthusiasts, meaning that you can “make tracks” here in relative peace during the winter months.

**Cool runnings: bobsleigh thrills**

Just a stone’s throw from Innsbruck, Igls offers high-speed thrills on its competition-standard Olympic ice track, a regular venue for luge, bobsleigh and skeleton events. And those who want to be more than mere spectators can also venture down the legendary ice chute for themselves – if they are brave enough, as the track, with its 14 bends and spectacular “Kreisel” curve, takes riders down at around 100 km/h. Whether in a special foam bob, in a racing bob accompanied by two professionals or as a team of four in a wok – ice-cold excitement is guaranteed!

**A gentle alternative: winter walks**

If you prefer a more relaxed approach to a holiday in the snow, you won’t go wrong with a winter walk – especially if you want to explore the region’s beautiful natural surroundings, for example in the Sellraintal Valley. A good way to get to know the stunning landscapes around Innsbruck is the winter activity programme offered by the free Welcome Card for guests. In addition to snowshoeing and cross-country skiing excursions, it includes a variety of guided winter walks, making it the perfect companion for all those who need to slow down a little.

**Après-ski: culture and sightseeing**

Whether it’s after a day’s adventures in the snow, or as the sole reason for a holiday in the Innsbruck region, the capital of Tyrol offers art, culture and culinary delights of the highest quality. How about a leisurely stroll through the historic old town, including a visit to one of Innsbruck’s most famous landmarks, the Golden Roof? The sight of its fire-gilded copper shingles shining in the winter sun is a repeated source of delight even for the locals; while the imposing Cathedral, the City Tower and the Imperial Palace are other must-sees here. Those looking for culinary rather than cultural highlights will also find what they seek in Innsbruck, and not only in the centre: the city is home to numerous cafés, bars and restaurants, where you can sip a deliciously aromatic coffee, savour a glass of fine wine or sample top-notch cuisine.

**For more reasons to get out and about see online** [**www.innsbruck.info/draussen-winter.html**](http://www.innsbruck.info/draussen-winter.html)**.**

***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)

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