**EVERYTHING UNDER THE SUN: SEVEN EXCEPTIONAL SUMMER ADVENTURES IN THE INNSBRUCK REGION**

**The longer the days, the more you want to savour every second – especially while on holiday. The Innsbruck region, with its alpine-urban ambience, offers a wide variety of opportunities as there’s always a reason to be outdoors in summer: from hiking adventures at – literally – the highest level to cultural performances in the open air or atmospheric nights under the stars.**

**1. Take a hike**

Hiking is in many ways the most “natural” way to discover the Alpine beauty of the Innsbruck region. For (budding) summiteers there is, among many others, the popular Swiss stone pine trail: located high over the capital of Tyrol at around 2,000 metres above sea level, it leads – as the name suggests – through one of Europe’s oldest Swiss stone pine forests. There are also magnificent panoramas to be seen around the age-old mountaineering villages of the Sellraintal Valley, making them a highly attractive destination in summer, especially thanks to the brightly flowering Alpine meadows that surround them. And, if you don’t feel up to tackling a tour on your own, there’s no need to despair: the guided hikes in the summer activity programme, available with the free Welcome Card for guests, are sure to offer something for everyone.

**2. On your bike**

If you want to explore Innsbruck and its surrounding areas in a slightly brisker fashion, it’s best to get on your bike. For example, the Mieming Plateau’s “Cycle & Savour” cycle path lets you not only discover marvellous landscapes, but also a variety of regional delicacies – all thanks to the various direct outlets and inns that serve up their specialities along the route. E-bikers have even more options – not least thanks to the summer activity programme, which includes numerous guided e-bike tours.

**3. Making a splash**

Keeping a cool head is all the more important when the temperature soars – so it’s as well that you don’t have to spend too long on dry land in the Innsbruck region. Idyllic bathing lakes, such as that at Untermieming, or the Lanser See (noted for its water quality) offer the chance of a refreshing dip, as do the family-friendly adventure pools such as the Tivoli outdoor pool or the Völser Badl. If you prefer action to (active) relaxation, we recommend city rafting – a city tour down the River Inn – or Up Stream Surfing, where you can conquer the river’s wild waters on a surfboard.

**4. Seeing the sights**

Innsbruck is home to many unique sights: one of the most impressive is the Imperial Court Church, where 28 larger-than-life bronze figures guard the (empty) tomb of the Emperor Maximilian. Of similar cultural significance is the magnificent Ambras Castle, considered to be the oldest museum in the world owing to its precious and historic collections. Not far from the castle is another city landmark, this time modern: the Bergisel ski jump, designed by the late architectural genius Zaha Hadid. While the structure itself is a real eye-catcher, it also offers breathtaking views over the city.

**5. Unmissable events**

There’s never a dull moment in the Innsbruck region, as testified by the numerous exciting events on offer. For example, the Innsbruck Promenade Concerts, held from 5 to 28 July, are ideal for balmy summer evenings, as various orchestras and ensembles fill the imposing inner courtyard of the Imperial Palace with their tones. A fine spectacle is also once more to be seen from 6 July to 17 August this year at the Tyrolean Folk Theatre Festival in Telfs, delighting audiences again with performances on the open-air stage on the Birkenberg. Telfs will also be hosting the Hill Vibes Reggae Festival from 24 to 27 July, where visitors can enjoy a family-friendly programme to the sound of cool beats.

**6. Culinary delights**

Foodies and gourmets are sure to relish the Innsbruck region, as its hostelries, restaurants and mountain inns all offer a rich variety of tasty dishes. You can sample this for yourself on the Innsbruck Foodtours: accompanied by a local, visitors will get to know the finer points of Tyrolean cuisine on a walk through the city. The Nordkette picnic also promises something to savour at literally the highest level: a pre-packed rucksack awaits you on the Seegrube at an altitude of almost 2,000 metres – containing such treats as smoked ham and mountain cheese, it’s the perfect way to enjoy a hearty snack in the mountains.

**7. Camping under the stars**

What could be finer than a night spent under the stars in the great outdoors? It’s an experience offered by all the campsites in the Innsbruck region, including the Natterer See lake, a holiday paradise, or the Gerhardhof at Wildermieming. Both campsites have plenty of pitches for tents and mobile homes, as well as numerous amenities such as modern sanitary facilities, play areas and swimming pools – and even glamping options.

For more reasons to experience the great outdoors, see: [www.innsbruck.info/en/summer-outside](http://www.innsbruck.info/en/summer-outside)

***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)

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**Enquiries**:

Innsbruck Tourismus

Andreas Reiter

Market Management

Burggraben 3, A-6020 Innsbruck, Austria

+43 512 5356

a.reiter@innsbruck.info

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

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