

FROM MAGICAL TO MEANINGFUL OUR TOP TIPS FOR A UNIQUE SUMMER HOLIDAY IN TIROL

Nighttime walks in one of Austria's darkest places, holidays on the farm preserving the natural landscape, magical sunrises in the mountains, guided tours to watch alpine animals in their natural habitat, and classical concerts at over 2,000 metres above sea level. Here are our top five tips for an unforgettable summer holiday in the Alps.

Day or night. Mountain or valley. Action or relaxation. Whatever you want from a summer holiday, Tirol's got it. Visitors to the Heart of the Alps are invited to meet the locals, marvel at the landscapes and make memories for a lifetime. With highlights ranging from spectacular views to delicious produce, we have picked five of our favourite things to see and do in Tirol this summer.

Hiking Under Starry Night Skies · Kaunertal Valley

The area at the end of the Kaunertal Valley is one of the darkest places in Austria and therefore the perfect place to marvel at the night sky. Visitors will be astounded by just how many stars are visible here away from the light pollution of towns and cities. On clear nights it is even possible to wander onto the Gepatsch glacier in the Kaunertal Valley at around 2,000 metres above sea level. Once a week the local tourism board offers guided tours with qualified guides on hand to tell guests about stars and constellations as well as the influence these have had and continue to have on cultures around the world. More information can be found here: www.kaunertal.com/en/News/Events/Hiking-under-starry-night-skies_ev-4857

Like that? Then you will love this. Full-moon walk in the Kaunertal Valley; details on dates can be found here: www.kaunertal.com/en/News/Events

Getting Your Hands Dirty on the Farm · Wipptal Valley

Experience alpine pastures, mountain meadows and traditional huts as you immerse yourself in the world of mountain farming and learn what it takes to work the land in Tirol. The Valsertal Valley, a quiet side valley branching of the larger Wipptal Valley, is haven of peace and quiet, making it the perfect place to rediscover the beauty and bounty of nature. It is here that you will find the Farming School, an institution set up to offer visitors the opportunity to experience what it is like to work on a mountain farm and make a meaningful contribution

to preserving the beauty of Tirol for future generations. Participants can choose from a range of programmes, from basic introductory courses to special workshops on herbs and schnapps and even a volunteer project on how to maintain the biodiversity of meadows and pastures. As well as learning about how valuable and vulnerable nature is, the courses are a good way to (re)discover how enjoyable and satisfying physical labour in the fresh air can be. More information can be found here: www.wipptal.at/schule-der-alm

Like that? Then you will love this. Volunteer projects at mountain farms and alpine huts: www.tyrol.com/community-projects-in-the-mountains

Enjoying the Magic of Sunrise in the Alps · Silberregion Karwendel

Watching the sun rise in the mountains is a magical experience nobody will forget in a hurry. A good place to do so is from the top of the Kellerjoch mountain at 2,344 metres. To ensure you don't have to get up super early in the morning, we recommend walking up to the Kellerjochhütte (2,237 metres) the day before and spending the night there. From the hut it takes just half an hour to reach the top of the mountain, where you can settle down and watch as the first rays of the day slowly creep over the horizon. Instead of heading straight back down into the valley, we recommend that hikers treat themselves to breakfast at the hut. More information can be found here: www.tyrol.com/a-day-hike-schwaz-kellerjoch-hut

Like that? Then you will love this. Further places in Tirol for sunrise hikes: www.tyrol.com/things-to-do/sports/hiking/sunrise-hikes

Animal-Watching in the Alps · Tirol's Nature Parks & Hohe Tauern National Park

Tirol is home to five nature parks and one national park, the Hohe Tauern National Park. It is here that visitors have the best chances of seeing rare alpine animals, in particular the Big Five: ibex, chamois, bearded vulture, golden eagle and marmot. Each of the parks offers guided tours with trained nature park and national park rangers who will not only show you the best spots to observe these animals in their natural habitat but also tell you about how they manage to survive in such inhospitable conditions. More information can be found here: www.tyrol.com/nature-parks

Like that? Then you will love this.

- Golden Eagle Hike in the Karwendel Nature Park: www.achensee.com/en/achensee-experience-shop/detail/experience/golden-eagle-hike-with-the-nature-park-rangers
- Big Five – Watching wild animals in the Hohe Tauern National Park: <https://hohetauern.at/en/experience/tours.html#/experiences>

Classical Music at over 2,000 Metres · Innsbruck Region

On 8 September 2024 the ski resort of Axamer Lizum will provide a spectacular backdrop for the event “Klassik am Berg”, a classical music concert by the InnStrumenti chamber orchestra held at 2,340 metres above sea level. There will also be small groups of musicians playing

live music at the bottom station, middle station and top station of the cable car. The main highlight takes place at the top of the mountain, where the renowned InnStrumenti orchestra will play a mix of classical music, excerpts from well-known soundtracks and works chosen to complement the mountain scenery. In the event of bad weather the concert will take place in the eye-catching Haus der Musik in the heart of Innsbruck. More information can be found here: www.innsbrucktermine.at/en/veranstaltungen/klassik-am-berg

Like that? Then you will love this.

- KUFSTEIN unlimited: Western Austria's largest pop and rock festival
7 and 8 June 2024: www.kufsteinunlimited.at
- Nordkette Wetterleuchten: Festival for electronic music at Seegrube, Innsbruck
13 and 14 July 2024: www.tyrol.com/e-nordkette-wetterleuchten-electronic-music-festival
- Alles Gute Festival: Music festival organised by four culture initiatives in Innsbruck
August 2024: www.allesgutefestival.at

Not enough? Here are even more ideas for your summer holiday in Tirol.

- Favourite places in Tirol: www.tyrol.com/blog/b-recommendations/favourite-places-in-tirol
- More information on summer holidays in Tirol: www.tyrol.com/summer-holidays

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

Stephan Nagl
PR Manager

Tirol Werbung GmbH
Maria-Theresien-Straße 55
6020 Innsbruck
+43 512 5320 367 *t*
presse@tirol.at *e*
www.presse.tirol.at *w*

LEBENSRAUM TIROL
HOLDING