

# IN NUMBERS: WINTER 2024/25 IN TIROL

*How many guests visit Tirol every winter? How many ski resorts welcome winter sports enthusiasts to Tirol? How many cross-country ski trails and winter hiking trails does Tirol offer? How many eateries serve Tirolean specialities? How big are Tirol's nature parks? The following facts and figures about the heart of the Alps in winter make for interesting reading.*

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**26,027,000** overnight stays were recorded in Tirol during the winter 2023/24 season.

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**5,970,000** arrivals were registered by Tirol's tourism industry in winter 2023/24.

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**339,000** guest beds are available in Tirol, every second of which belongs to hotels, 40 % to holiday flats and 6 percent to private accommodation providers.

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> **80** ski resorts, including single lift ski areas mean Tirol has something to offer every skier and snowboarder.

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**574** three-thousanders: 574 peaks in Tirol extend to over 3,000 meters above sea level. The 3,798-metre-high Großglockner and 3,768-metre Wildspitze are the province's tallest mountains.

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~ **3,400** kilometres of ski runs ensure Tirol offers some of the most epic trails and thrilling rides you'll ever be able to find.

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> **20** ski resorts offer night skiing. Gliding through the night beneath the glow of the slope's lights is an otherworldly experience.

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~ **350** + ski schools in Tirol offer a wide range of programmes for all ages and experience levels to make your ski experience in Tirol the best it can be.

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~ **900** highly trained and experienced mountain guides who know every inch of the surrounding landscape and are keen to share their knowledge, ensure you're in safe and competent hands.

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**5** glacier ski resorts in Tirol are blessed with reliable snowfall during their long season. One glacier resort even boasts year-round skiing.

~ **70** brilliantly shaped snow and fun parks for snowboarding and freeskiing are available and invite you to try new tricks.

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**16** ski regions specialise in winter holidays for the whole family.

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**108** restaurants brandishing the “Tiroler Wirtshaus” (Tirolean Inn) logo, indicating locally grown produce on their menus, serve some of the country’s most quintessential foods.

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**238** gastronomy and hotel businesses have received a “Bewusst Tirol” award and are thus focusing on increased use of regional products in their kitchens.

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**119** Tirolean restaurants have been awarded Gault Millau toques in 2024, putting Tirol first in the toque league among the Austrian federal states.

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**1,856** square kilometres belong to Hohe Tauern National Park, making it the largest protected area in Austria and full of beautiful, natural scenery. In addition, Tirol’s five Nature Parks greet visitors with rugged postcard-perfect peaks and pristine wilderness.

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**2,657** gold plated copper tiles adorn the late Gothic oriel of the Golden Roof, making it Innsbruck’s iconic landmark in the heart of the Old Town district.

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> **100** + winter sports events, including legendary ones such as the Hahnenkamm World Cup Race in Kitzbühel, the Ski World Cup in Sölden, the White Rush in St. Anton and the Freeride World Tour in Fieberbunn, make Tirol the number one winter sports destination in the Alps.

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> **4,000** kilometres of well-maintained cross-country ski trails for both classic and skating-style traverse the most beautiful landscapes of Tirol.

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**200** museums and exhibitions in Tirol invite you to browse, learn and discover.

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**12** Tirolean regions have joined forces to create the Tirolean cross-country skiing network and are therefore dedicated to ensuring perfect cross-country skiing conditions and regular quality checks.

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> **750** kilometres of well-maintained toboggan runs can be found in Tirol. 86 toboggan runs have been awarded the Tirolean natural toboggan run certificate of excellence.

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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.

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