

WINTER CAMPING, HOLIDAYS ON THE FARM AND SPA
HOLIDAYS DURING THE COLD MONTHS OF THE YEAR

GENTLE WINTER HOLIDAYS IN THE UNSPOILT NATURE OF TIROL

As the days get shorter and the nights get longer, Tirol is transformed into a winter wonderland. Holidaymakers in search of sustainable accommodation that is as close as possible to nature can choose from winter camping under the stars to a family holiday on a farm.

Winter camping is becoming increasingly popular in Tirol. The number of overnight stays has increased by over 64% in the last ten years, reflecting the desire for holidays close to nature even during the colder months of the year. In combination with the region's family-run holidays on the farm and small-scale spa hotels, Tirol offers a wide range of options for holidaymakers keen to get away from it all and enjoy true peace and quiet in stunning natural surroundings. Here are our tips for the best sustainable accommodation in Tirol this winter.

Winter camping

Next to the ski lifts or cross-country skiing trails? Family-friendly? Or maybe a little bit of luxury? Winter camping in Tirol comes in many different forms, meaning visitors are sure to find something to suit their expectations and budget. Here are a few winter campsites we can recommend:

- **Close to the ski lifts:** The [Camping Sölden](#) campsite in the Ötztal Valley and the [Tirol Camp](#) campsite in the Kitzbühel Alps – PillerseeTal region both offer quick and easy access to large ski resorts. Each campsite has a ski storage room and drying room and is located close to the ski lifts. And after a long day out on the slopes there is a small spa area to relax and soothe tired muscles.
- **Close to the cross-country skiing trails:** The [Campingplatz Leutasch-Austria Parks](#) in Leutasch on the sunny Seefeld plateau and [Camping Mayrhofen](#) in the Zillertal Valley both offer direct access to cross-country skiing trails and are therefore ideal for those who wish to practise this gentle sport during their holiday in Tirol. [Camping Ötztal](#) is also located close to cross-country skiing trails and has the bonus of being near the Aqua Dome adventure pool and spa, where guests staying at the campsite get a discount on admission.
- **Close to the lake:** [Camping Seehof](#) in the Alpbachtal Valley is not only family-friendly but also located right next to the Reintalersee lake and the local cross-country skiing

trails. During the cold winter months, the frozen lake is used for activities such as ice skating and traditional Tirolean curling.

- **Particularly family-friendly:** [Euro-Camp](#) in the Kaiserwinkl region offers numerous leisure activities for all the family, from children's pools to indoor play areas and organised activities such as pony rides, horse-drawn carriage rides and snowshoe hiking. The campsite is located at the bottom of the Unterbergbahn ski lift, right next to the ski school and the equipment hire shop.
- **Particularly sustainable:** The multi-award-winning [Hell-Camping](#) in the Zillertal Valley has been recognized for its sustainable approach to camping. The buildings are all designed to minimise energy use, the roof has plants growing on it, and the campsite features a state-of-the-art heating and ventilation system. Visitors have the option of booking a standard pitch or a particularly spacious XXL pitch.
- **Particularly luxurious:** The [Zugspitz Resort](#) in the Tiroler Zugspitz Arena takes camping to a new level when it comes to comfort. Highlights include a deluxe washroom with private baths, a panoramic restaurant, a family spa, professional childcare, an indoor adventure world and a weekly activity programme.

Winter holidays on the farm

Holidays on the farm are also available in winter and give guests the opportunity to learn all about life on a working farm here in Tirol. Here is a selection of farmsteads in the region which offer accommodation during the cold months of the year:

- [Veitenhof in Niederthai, Ötztal Valley](#): Recently awarded 5 Flowers, placing it in the Premium category of holiday farmsteads, the Veitenhof offers a range of highlights including the opportunity to try out cross-country skiing at night on the floodlit cross-country skiing trail, biathlon (a combination of cross-country skiing and rifle shooting) as well as snowshoe hikes and lantern walks.
- [Spöttlinghof in Kals, Osttirol](#): A little piece of paradise in the Hohe Tauern National Park with a spa, direct access to the cross-country skiing trails and off-piste ski touring straight from the front door.
- [Steckholzer in Vals, Wipptal Valley](#): Enjoying a secluded location high in the mountains, this farmstead serves guests produce from its own organic farm. The remote location makes it the ideal place to get away from it all and enjoy sports such as ski touring in a fabulously unspoilt natural setting. Winter walks are also possible directly from the farmstead.

Another special experience in winter is spending the night at a mountain hut. Our recommendations include the [Prädasten-Chalet](#) and the [Schönangeralm](#) in the Wildschönau region – two places where you can enjoy a true hut experience in the heart of the mountains.

Spa hotels

After an active day in the snow-covered mountains, there is no better way to relax than with a spa session. Tirol is home to many small family-run spa hotels. Here are a few of our favourites.

- **aufatmen Naturhotel, Region Seefeld:** Run by the Pfeifer family and awarded the Austrian Environmental Seal of Approval, this hotel in Leutasch combines mainly vegan cooking with a small spa area and an extensive range of yoga classes.
- **Natur- & Biohotel Bergzeit, Tannheimer Tal Valley:** This family-run hotel in Zöblen combines modern architecture with natural materials to create a cosy atmosphere. One of the main highlights is the cooking, with dishes prepared using only ingredients from organic farmers and local producers.
- **Stillebach Biohotel, Pitztal Valley:** Surrounded by the impressive Pitztal Mountains and with a view of the Wildspitze, one of Tirol's highest peaks, guests staying at this sustainably run eco-hotel in St. Leonhard in the Pitztal will find a particularly wide range of yoga classes as well as delicacies from certified organic agriculture and 100% natural cosmetic products.
- **Der Bär, Wilder Kaiser:** After a day in the snow, switch off in the award-winning spa and then enjoy the excellent gourmet cuisine served at this hotel in Ellmau run by the Windisch family.
- **Holzleiten Bio Wellness Hotel, Region Innsbruck:** The name says it all. With five saunas, five relaxation rooms, a brine steam bath, a heated outdoor pool, a cold and warm water pool and a sauna garden, this spa hotel in Obsteig guarantees relaxation and recuperation after a day in the snowy Tirolean mountains.

More information on winter holidays in Tirol: www.tyrol.com/book-your-holiday.

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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