

IN NUMBERS: SUMMER 2025 IN TIROL

How many guests come to Tirol each summer? How many hiking trails and mountain bike routes are there? How many natural springs find their source in Tirol's mountains? How large are the region's nature parks? Here are some interesting facts and figures about summer in the Heart of the Alps.

22,722,000 overnight stays were recorded in Tirol in summer 2024.

6,429,000 arrivals were recorded by Tirol's tourism businesses in summer of 2024.

574 mountains over 3,000 metres can be found in Tirol. The Großglockner (3,798 metres) and the Wildspitze (3,768 metres) are the highest peaks.

~ 24,000 kilometres of hiking trails maintained by the Alpine Association lead through Tirol. For a bit of perspective, it is 6,500 kilometres from Innsbruck to New York.

24 stages and 330 kilometres in North Tirol, 9 stages and 96 kilometres in East Tirol make the Eagle Walk the region's most famous long-distance hiking trail. 2025 marks the 20th anniversary celebration of the Eagle Walk's existence.

~ 160 mountain huts run by the Austrian Alpine Club plus many more huts and mountain restaurants welcome hikers and visitors.

6 Trail running regions have a holistic trail running offer.

~ 2,060 pastures covering 1,200 square kilometres of meadowland preserve the natural alpine landscape and are used to produce delicious specialities from the mountains of Tirol.

~ 830 fully qualified mountain guides and more than 2,100 fully qualified hiking guides ensure guests stay safe and have fun in the mountains.

~ 7,000 kilometres of signposted and inspected mountain bike routes await in Tirol, suitable for both standard bikes and electric-powered mountain bikes.

380	kilometres of specially constructed singletrack trails provide downhill mountain biking fun in the mountains of Tirol – and new ones are being built all the time.
9	trail riding and downhill biking regions from East to West welcome downhill mountain bikers with varying levels of ability.
7	Gravelbike routes in 7 regions lead through Tirol.
~ 1,200	kilometres of cycle paths cover the whole of Tirol – an excellent way to explore the region at a gentler pace and enjoy some of the best sightseeing highlights en route.
6,000	sport climbing routes and 3,000 alpine climbing routes await vertical adventurers.
~ 650	multi-pitch climbs can be found in Tirol, perfect for ambitious rock climbers.
~ 5,700	square metres of climbing area are available at Kletterzentrum Innsbruck Climbing Centre. In 2025, Innsbruck is hosting the Climbing World Cup for a fifth consecutive year in the disciplines of para-climbing, bouldering and lead climbing.
~ 90	via ferrata and 180 rock-climbing areas in Tirol, 40 of which are suitable for families.
~ 800	boulder problems in 9 boulder areas, including 5 quality-approved family-friendly areas.
~ 10,000	natural springs can be found in the mountains of Tirol.
1,856	square kilometres are covered by the Hohe Tauern National Park, which extends into the neighbouring provinces of Salzburg and Carinthia. Tirol is also home to five more nature parks.
~ 340	farmsteads and 24 quality-approved family-friendly accommodation providers offer the chance to experience life on a working farm.
15	regions have the status Tirolean Family Nests and are specifically aimed at families with children.
200	museums are listed on Tirol's official museum portal.
27	mountain adventure parks focused on five core themes provide plenty of action and adventure.
20	Tirolean restaurants were awarded coveted stars by the MICHELIN Guide in 2025, making Tirol the most decorated province in terms of Michelin accolades and star-rated establishments in Austria.
107	guesthouses in Tirol have been awarded the coveted status "Tiroler Wirtshaus" and serve high-quality traditional food.

186	mountain huts and alpine eateries tested by Gault Millau are presented in the Alm- und Hütten-Guide Tirol 2025. The Hämmermoosalm in Leutasch was honoured as “Hut of the Year”.
263	gastronomy and hotel businesses have received the “Bewusst Tirol” award by increasingly focusing on regional products.
2,657	gold-fired copper tiles make up the Golden Roof, Innsbruck’s number one sightseeing attraction.
23	golf courses, of which 16 are Golf in Tirol partner clubs, invite players to tee off in stunning surroundings.
43	quality-checked golf accommodation ensure an all-round successful golfing experience.
~ 16,600	members of 301 brass bands keep Tirol’s musical traditions alive across its 19 brass band regions.
~ 175	cultural initiatives can be found spread throughout all corners of Tirol.
> 300	folk and local theatres are part of the cultural diversity of Tirol.
> 30	high-quality festivals from music, theatre to film and literature are organised.
~ 4,100	train and bus stops throughout Tirol provide convenient travel connections – from down in the valleys to up in the mountains.
2	Tirolean regions – Kufsteinerland and the Seefeld Region – have been awarded the Austrian Ecolabel for environmentally-friendly practices and are fully committed to providing a truly sustainable holiday experience.

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
presse@tirol.at
www.presse.tirol.at

LEBENSRAUM TIROL
HOLDING

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