**Genuine gems: a luxury holiday with a difference in the Innsbruck region**

**Luxury doesn’t always have to be grand and opulent: if you focus on the essentials, you can find it in the (supposedly) little things in life too – in those moments of peace, those experiences that stimulate all the senses, or the sheer wonder of nature. The Innsbruck region offers these in abundance, in a wealth of different ways – especially if you take the four elements as your guide in your hunt for true treasure: water, air, fire and earth.**

**Water: feel refreshed**

On a hot summer’s day, the simple sensation of plunging into cool water can sometimes feel like the ultimate luxury. If that’s the kind of thing you’re longing to do to cool off, then the Innsbruck region has plenty of places inviting you to dive right in: there are various outdoor pools, for example, like the Telfer Bad, which offers a range of facilities perfect for the whole family. And there are bathing lakes galore – including the Lanser See, idyllically set in unique natural surroundings. For a different kind of reinvigoration and the chance to completely unwind from head to toe, you could try Kneipp therapy: this therapeutic water treatment stimulates your circulation, boosts your immune system and generally gives you a new lease of life. You can discover this for yourself at a dedicated Kneipp therapy facility, such those in Gries im Sellrain and Igls, or in some of the local streams.

**Air: pause for breath**

Stopping every once in a while to catch your breath is good for your body, mind and soul. And there is no better place to do this than up in the mountains, perhaps on the Zirbenweg (Stone Pine Trail): perched at around 2,000 metres above sea level, here you will find not only fresh, invigorating mountain air, but also an inviting sense of peace and tranquillity – thanks to the pleasant fragrance of the trees (some of which are hundreds of years old) that lend their name to this hiking trail between the Patscherkofel and the Glungezer. A trip up to the Sonnkarköpfl is an equally breathtaking experience, though fortunately not in a literal sense: starting from the Pfaffenhofer Alm mountain inn, this moderately difficult route takes you up to the summit at almost 2,250 metres before guiding you back down across sweeping meadows of alpine roses. Conscious breathing is also what it’s all about at the yoga sessions held on the Rangger Köpfl: sun salutations just flow that bit more smoothly against the stunning backdrop of the Kalkkögel mountain chain.

**Fire: wrap yourself in warmth**

Fire stands for heat, energy and passion – and you can certainly find all this on a holiday in the Innsbruck region. After satisfying your thirst for sporting action and adventure, what better way to recharge than by spending a day at a spa? You can do this at the Hotel dasMEI in Mutters, for example, or at the Alpenresort Schwarz in Mieming, which welcomes day guests at its spa too. If your favourite way to replenish your energy is by basking in the sun, then Innsbruck’s Nordkette mountains are the place for you: the Seegrube stands at an altitude of almost 2,000 metres, but it only takes around 30 minutes to get there straight from the city centre by cable car – and not for nothing is it known as the highest sun terrace in Innsbruck. There is also an extra special sight to behold here on 21 June, when the Sonnwendfeuer – traditional midsummer bonfires – cast their glow across the mountains above the city.

**Earth: return to roots**

Even when you’re enjoying the freedom of being on holiday, it’s important to keep your feet on the ground. A barefoot hike in the Viggartal valley, where you can wander through lush grass and spongy moss with your toes touching every natural texture, will bring you down to earth. For an even more immersive experience of the alpine landscape, try forest bathing: all you have to do is enter the woodland world and let the wonderful sensations all around you work their magic, like the rush of the wind or the rustling of the leaves. Some of the best spots for slowing down like this and getting in touch with nature are the oak forest in Stams or the mixed forests in the Kochental valley, which are perfect places for clearing your mind and soothing your soul. And if you fancy spending the night in a forest or meadow too, the Innsbruck region is not short of campsites – including the Gerhardhof site in Wildermieming or the camping facilities at the Ferienparadies Natterer See resort, where you can feel Mother Nature at your fingertips.

***About the Innsbruck region***

*The Innsbruck region is unique in its symbiosis of vibrant urbane space and captivating alpine landscape. It covers both Innsbruck itself – the capital of Tyrol – and over 40 locations in the surrounding area, with six distinct tourist regions: the city, the Inntal valley, Kühtai-Sellraintal, the Mieming Plateau and the south and west regions. Innsbruck offers all the sights and sophistication of a thriving city, yet sporting thrills and opportunities to conquer your next peak are never very far away. The free Welcome Card offers guests the chance to experience the region in all its diversity, with access to various attractions and free use of local public transport. The official destination management organisation for the Innsbruck region is Innsbruck Tourismus. Its 100 or so employees and eleven tourist information offices are on hand to help you enjoy unforgettable holiday experiences in true harmony with our local communities and natural surroundings.*

***Further links***

*Website:* [*www.innsbruck.info/en/*](http://www.innsbruck.info/en/)

*Blog:* [*www.innsbruck.info/blog/en/*](http://www.innsbruck.info/blog/en/)

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*X:* [*www.twitter.com/InnsbruckTVB*](http://www.twitter.com/InnsbruckTVB)

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