

NEW IN TIROL FOR WINTER 2025/26: FROM EASY TO EXTREME – HIGHLIGHTS ON AND OFF THE PISTES

The 2025/26 winter season will see new services, family-friendly offers and exciting cultural experiences and excursions awaiting guests in Tirol – from mobile phone tickets and modernised lifts to winter adventures for young and old alike. Here are all the highlights at a glance.

New lifts & new tickets in Tirol's ski resorts

Alpbachtal, Wildschönau • Mobile phone tickets for winter 2025/26

At SkiJuwel Alpbachtal Wildschönau, mobile phone ski passes will be introduced at the start of the 2025/26 winter season. This will allow guests to purchase ski passes – initially for hourly and daily tickets – directly on their smartphones and use them contactlessly at the turnstile. This smart solution makes it easy to sort out your ski pass before coming on holiday, meaning even more time on the ski slopes and less time queueing at the ticket office.

www.skijuwel.com/en/winter/tickets-and-prices

Pillerseetal • Sustainable lift upgrade in Fieberbrunn

On the Maiskopf mountain in Fieberbrunn, a six-seater chairlift will replace the existing drag lift. The new lift, which follows the same route, will increase transport capacity from 800 to around 1,800 people per hour, thereby reducing waiting times. A special feature of the project is its sustainable construction method – key components such as the motor, lift pylons and chairs have been reused from the former Sassgalun lift in Ischgl and combined with new elements such as cables, controls and modern station buildings.

www.fieberbrunn.com/en/home

Pillerseetal • New Bäreckbahn chairlift with modern operating centre

From winter 2025/26, the Steinplatte Winklmoosalm ski resort in the Pillerseetal Valley will be presenting several new features. The centrepiece is the new Bäreckbahn – a detachable six-seater chairlift with a plastic pull-down cover for bad weather, luxurious heated seats and a modern safety mechanism. The project in the Kitzbühel Alps is complemented by a state-of-the-art operations building, which houses both a service station and a mountain rescue base.

www.steinplatte.tirol/en

Ötztal · New highlights in the resort of Sölden

From the 2025/26 winter season onwards there will be a new direct connection between the slopes 7 and 22 in the Sölden ski area. This new slope configuration will make it possible to reach all four major valley points – Gaislachkogel, Sölden, Postplatz Sölden and Giggijoch – directly on skis, thereby reducing traffic within the village. In addition, the four-seater Silberbrünnl chairlift will be replaced by a modern eight-seater chairlift with AI technology, plastic pull-down weather covers and a modern safety mechanism. The new eight-seater Einzeiger chairlift will also go into operation at the start of the ski season. This lift improves the transition from the winter ski area to the slopes on the Rettenbach and Tiefenbach glaciers and is equipped with modern safety features. www.soelden.com/en/activities/winter/skiing-snowboarding/ski-area-information/new-ski-area-features

Ötztal · Ski pass on your mobile phone in Hochgurgl-Obergurgl

In the Obergurgl-Hochgurgl ski resort, guests will soon be able to download their ski pass digitally to their mobile phone and use it to move through the access turnstiles, making access to the ski resort even easier. www.gurgl.com/en/search-book/ski-mountain-lift-tickets/ticket-overview

Paznaun-Ischgl · New state-of-the-art cable cars and chairlifts

New eight-seater D-Line chairlifts will be built in Ischgl in time for the new winter season – Höllbodenbahn C1, Sassgalunbahn C3 and Höllkarbahn C2 (from 2026) – with heated seats, plastic pull-down weather covers, the innovative AURO system for automated boarding and alighting, and over 1,200 m² of solar panels. Old lifts within the resort will continue to be used in a sustainable manner. In Kappl, the new state-of-the-art Diasbahn (ten-seater monicable gondola lift) replaces the original lift built in 1987, offering disabled-friendly access, a higher transport capacity and therefore shorter waiting times. In See, the six-seater Familienglück chairlift is being completely overhauled, surrounded by a new family area with a conveyor-belt lift, beginner slopes and a snow park. www.ischgl.com/en/winter

Serfaus-Fiss-Ladis · New ski storage area

A completely renovated, disabled-accessible area is being created at the valley station in Ladis, which is designed with comfort, quality and family friendliness in mind. The highlight is the new ski storage depot, which will offer heated lockers, interactive experience stations and beauty features from December 2025. In addition, indoor and outdoor play areas, a ski school office and a central ticket office with a souvenir shop will ensure an all-round enjoyable winter experience. www.serfaus-fiss-ladis.at/en/Winter-holiday/Ski-area

Tiroler Zugspitz Arena · Extension of the Obere Karbahn II lift

In the Skiarena Berwang, the second section of the Obere Karbahn lift will replace the Thanellerkar T-bar lift in future. The top station will be moved 140 metres higher up the mountain, which will extend the slopes. The previous top station will become the middle station. Completion is scheduled for December 2025. www.berwang.tirol/en

Zell-Gerlos, Zillertal Arena · Modernisation of the Rosenalmbahn lift

The Rosenalmbahn cable car in the Zillertal Arena is being modernised. From next season, new eight-seater cabins will be in use and the stations will be renovated to modern standards. The wheelchair-accessible access is particularly convenient, making access much easier not

only for wheelchair users but also for prams and buggies. The lift is scheduled to open in early December 2025. www.zillertalarena.com/en/winter/ski-area/news/#

Family-friendly [ski] highlights

Reutte Nature Park Region • Spieli Kinderland

Since winter 2024/25, the Spieli Kinderland children's adventure area at the Bergwelten Hahnenkamm ski resort has been delighting young skiers with a 110-metre-long magic carpet lift. For the coming season this facility will be expanded to include an additional lift for slightly more advanced skiers. Tobogganing evenings will also be extended to twice a week. www.bergwelt-hahnenkamm.at/spieli-kinderland

Serfaus-Fiss-Ladis • Expansion of fun slope & Berta's Family Cross in Fiss

In Serfaus-Fiss-Ladis, the Fun Slope and the Berta's Family Cross are being expanded with lots of fun and challenging new elements. Highlights include the Berta Policeman, who playfully ensures order on the slopes, and a snow house. www.serfaus-fiss-ladis.at/en/Winter-holiday/Families

Tiroler Zugspitz Arena • Digital adventure trails also open in winter

In the Tiroler Zugspitz Arena, digital adventure trails invite visitors to explore the region in both summer and winter. Three of the six routes – Cora, Finn and Mia – are accessible all year round. Each is around four to five kilometres long and takes one to two hours to complete. Adventurers of all ages can explore the routes interactively, with highlights including educational audio guides, videos, mini-games and puzzles. www.zugspitzarena.com/en/adventure-tza/summer-in-the-mountains/digital-adventure-trails

Wilder Kaiser • New attractions in the SkiWelt Söll

Numerous new attractions await families at the SkiWelt Söll. The "Hexenwiese" adventure play area at the bottom lift station has been expanded to include an additional conveyor-belt lift and a tubing slide. The highlight is a new sound installation. There is also a newly designed, elevated sun terrace where Mum and Dad can relax. For film fans, the Keatabfahrt slope (ski piste number 43) offers Austria's first ski-in cinema – open from Monday to Thursday, including popcorn and drinks. www.skiwelt.at/en/the-ski-area/skiwelt-soell.html

Cross-country skiing

Region Seefeld • New high-altitude cross-country skiing trail

The new Leutasch-Wildmoos high-altitude cross-country ski trail brings a piece of Olympic history from 1976 back to life. This 7.5-kilometre-long trail extending between the top lift station at Katzenkopf and the A3 Torfstich-Loipe/Wildmoosalm trail is considered a natural gem and is aimed at experienced cross-country skiers. It can be reached via the extensive network of trails throughout the region. A special highlight is that when the trail is open, the Katzenkopf lift in Leutasch can be used free of charge by cross-country skiers (with equipment). Cross-country ski ticket holders can also use public transport free of charge from the nearby town of Telfs to Seefeld and throughout the entire Seefeld region. www.seefeld.com/en/tours/b15-high-altitude-trail-leutasch-wildmoos.html

Paznaun-Ischgl · Early start to the season in Galtür

In Galtür, the cross-country skiing season starts as early as mid-November thanks to a professional snow farming system that reliably prepares around four kilometres of trails. This allows cross-country skiers to start the season early and enjoy optimal snow conditions.

www.galtuer.com/en/winter/cross-country-skiing

Pitztal · Snow farming trail in Mandarfen

In the Pitztal Valley, a snow farming trail will open in Mandarfen (1,700 metres above sea level) in autumn 2025. The approximately 1.5-kilometre-long trail suitable for both cross-country skiing techniques – Skating and Classic – skiing will enable a particularly early start to the season and optimal training conditions. Professional teams can also reserve exclusive training slots to make use of the facility. www.pitztal.com/en/cross-country-skiing.html

Winter walking

Fügen-Kaltenbach · Hochzillertal winter walking trail

A new winter hiking trail is being created in Hochzillertal in the Fügen-Kaltenbach holiday region. The route allows guests to experience the winter landscape in a particularly natural way. The circular trail covers around three kilometres from the Hochzillertal mountain station via the Firnhütte to the Hubertuskapelle chapel and offers several places to stop for refreshments along the way. maps.zillertal.at

Tiroler Oberland · New cross-border winter walking trail

From 2025/26, the approximately 11.4-kilometre-long Plamort hiking trail will for the first time also be accessible to guests during the winter season. The varied route leads from the top station of the Bergkastel cable car via the Stieralm hut to the striking viewing point at Plamort. With a walking time of around three to four hours, an ascent of 150 vertical metres and a descent of 550 vertical metres, the hike is considered easy to moderately difficult. Walkers are rewarded with a unique panoramic view taking in Austria, Italy and Switzerland as well as the beautiful Reschensee lake. A special highlight is the detour to the source of the Adige river on the Reschen Pass forming the border between Austria and Italy. www.nauders.com/en/Your-Nauders/In-Winter/Snowshoeing-Winter-Hiking

Wilder Kaiser · New Hartkaiser-Tanzbodensee winter walking trail

In the Wilder Kaiser region, the Hartkaiser-Tanzbodensee winter walking trail is a new 6.6-kilometre winter hiking route which is ideal for families and fans of easy walking. The walk starts with a gondola ride up onto the Hartkaiser mountain and leads through the forest to the Tanzbodensee lake, before returning back down to the valley by cable car. Hearty food is served on the mountain at the Bergkaiser panorama restaurant. www.wilderkaiser.info/en/tours/hartkaiser-tanzbodensee-winter-circuit.html

Culture & excursions

Kufsteinerland · New multimedia adventure trail

From winter 2025/26, Kufstein Fortress will offer an innovative multimedia guide. Visitors will be able to experience the history of the castle on an interactive adventure trail and a

multimedia journey back in time, presented in an exciting format as a Digital Competition for Kufstein Fortress. The fortress complex is now also one of the Austria Leading Sights, underlining its importance as one of the country's leading cultural destinations. www.festung.kufstein.at/de/multimediale-zeitreise.html

Region Seefeld • 100,000 Lights Path

The 100,000 Lights Path in Seefeld is an atmospheric winter walk that uniquely combines nature, contemplation and artistic light installations. Especially in the evening hours, the gently shimmering lights bathe the snow-covered landscape in a magical atmosphere. The 1.7-kilometre circular trail leads from the village centre to the Pfarrhügel hill and back to Seefeld via the Seekirchl chapel. www.seefeld.com/en/tours/100000-lights-path.html

Tiroler Oberland • Gangeles Ebene 3D archery trail

In the Tiroler Oberland, the 3D archery trail known as Gangeles Ebene invites both experienced archers and newcomers to enjoy a special outdoor experience at a new location. Under the guidance of a guide, participants can master winter challenges on the course and shoot their arrows with precision. There is plenty of mulled wine and alcohol-free punch available to warm cold hands. www.3-laender-bogenpark.com/de/3-Laender-Bogenpark/Outdoor-Parcours

More information about winter holidays in Tirol can be found at www.tyrol.com/activities/holiday-ideas/winter-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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