**Discover festive joy one bit at a time with the Innsbruck region’s advent calendar of events**

**In the run-up to Christmas, Innsbruck’s historical façades and snow-capped mountains offer the perfect backdrop for moments of festive magic. Just like opening the doors of a fabulous and fun-filled advent calendar, there is something exciting to experience every day. At the heart of it all is the region’s “Bergweihnacht” (“Mountain Christmas”) celebrations – with its atmospheric Christmas markets, time-honoured traditions and twinkling lights.**

**Sparkling with Christmas spirit**

Since the Innsbruck region is so full of wonder and delights in the festive season, our advent calendar starts well before December: in fact, the Christmas markets in the old town and on the market square open their doors as early as 15 November. The air is filled with the sound of trumpets, the magnificent Christmas tree appears tall and resplendent in front of the Golden Roof, and – a little later – stalls start drawing visitors in with their unique gifts and delicious delicacies. Oversized giants and fairytale figures will take centre stage in the city’s ancient alleyways, using the surrounding buildings as their backdrop. Meanwhile, the Christmas festivities over on the market square will have a real family focus, with highlights including a nostalgic carousel, a puppet theatre and virtual coaches. And the best part? On the opening day, all children’s activities are completely free! Another unmissable experience for visitors of all ages is the LUMAGICA illuminations, which will be open from 14 November. Scintillating light sculptures – some you can even walk through – will light up the wintry landscape of Innsbruck’s Imperial Gardens as they lead you along an enchanting path through the park.

**A fantastic array of festive fun**

On 21 November, more Christmas markets will pop up across the city, each with their own distinctive character – like the St. Nikolaus market on the other side of the river Inn. This one is somewhat smaller and quieter than the others, making it all the more charming and ideal for anyone seeking a peaceful place to retreat to during the busy build-up to Christmas. Meanwhile, the market at Wiltener Platzl offers an appealing mix of an alternative vibe, local food, sustainable products and live music performances. There is also the Panorama Market up on the Hungerburg above Innsbruck, where you will find handicrafts and tasty treats. But what makes this market truly special is the breathtaking view over the lit-up city below.

Another “door” on our virtual advent calendar opens on 25 November, when the splendid stalls on Maria-Theresien-Strasse open up to sell decorative trinkets and all kinds of hand-crafted items. The signature giant baubles and trees adorned with fairy lights make an inviting impression. The historic Innsbruck Christkindlbahn tram also stops here every Friday and Saturday from 28 November onwards, spreading a little Christmas spirit just like it did in days gone by.

**Theatrical treats and Christmas customs**

Innsbruck’s advent calendar of local events has treats in store for the all the senses around 6 December – St. Nicholas’ Day. In Telfs, for example, the popular musical Scrooge is set to be staged for a second time, accompanied by a Victorian-themed Christmas market complete with authentic costumes, crafts and merry bands of carol singers straight out of a storybook. In Innsbruck’s old town, meanwhile, it’s time for the traditional East Tyrolean “Krampus” runs, when terrifying, devilish figures parade through the streets. They are followed by the much friendlier form of St. Nicholas, accompanied by a procession of angels and musicians as he makes his way to the cathedral. St. Nicholas can also be found at the Christmas markets around this time, often handing out a few surprises. On 7 December, mystical winter creatures known as “Perchten” make their grand appearance on Maria-Theresien-Strasse. Legend has it that they have the power to drive away evil spirits. And the musical entertainment gets well and truly under way on 14 December with the Tyrolean Advent Singing event, where traditional festive folk songs conjure up an authentic and heart-warming atmosphere.

**Magical moments**

As we get closer to Christmas Day, the region really ramps up its festivities. On 21 December, for example, the Christ Child himself makes a personal appearance in Innsbruck’s old town, joined by around 400 beaming children and a flock of sheep. Two days later, on 23 December, Igls celebrates its “Christmas in the Mountains” in charming rural style by staging a live crib scene, complete with festive music, angels, shepherds and animals. To help make those final few hours pass until the big day itself, the Zeughaus (Museum at the Armoury) offers creative workshops and hands-on activities on 24 December as part of the “Rundum Weihnacht” Christmas family programme. And with that, the Innsbruck region rounds off an Advent season filled with variety and festive cheer, and with big moments and little touches that will leave lasting memories.

**Tip: don’t miss the spectacular finale**

However, the festive fun doesn’t stop at Christmas: Innsbruck always sees out the year with its famous New Year’s Eve in the Mountains. This year’s diverse programme includes everything from live concerts to children’s animations, not to mention a firework display from the Seegrube right up at 1,905 metres above sea level. Another highlight is the artistic façade illuminations, where prominent buildings and the river Inn glow in a captivating show of light. And if you want to kick off the new year in style, get yourself tickets for the traditional New Year concert by the Tyrolean Symphony Orchestra Innsbruck – the perfect prelude to 2026.

More information is available online at [www.innsbruck.info/en/events/christmas.html](https://www.innsbruck.info/en/events/christmas.html).

***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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*Instagram:* [*www.instagram.com/innsbrucktourism*](http://www.instagram.com/innsbrucktourism)

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

*YouTube:* [*www.youtube.com/user/InnsbruckTVB*](http://www.youtube.com/user/InnsbruckTVB)

*Pinterest:* [*www.pinterest.at/innsbrucktvb/\_created*](http://www.pinterest.at/innsbrucktvb/_created)

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