

TIROL IN ALL ITS SPLENDOUR WINTER WONDERLANDS AND SPARKLING EXPERIENCES

Is there anything more beautiful than the first powder snow of the season transforming the landscape into a sparkling winter wonderland? But here in Tirol, it's not just the snow that glitters – from shimmering crystals and enchanting light installations to starry nights, the Heart of the Alps offers countless opportunities for visitors to experience magical winter moments.

Swarovski Kristallwelten in Wattens: A paradise of light and art

The town of Wattens is home to one of the most magical and enchanting attractions the region has to offer: the [Swarovski Kristallwelten](#). This popular location, where art, light and crystal merge in a unique symbiosis, is not a classic exhibition in the strictest sense of the word but instead a series of rooms full of sparkling spectacles and sensory surprises. Behind the entrance, which is marked by a huge water-spewing giant carved into the landscape, lies a glittering world of dazzling light shows and creative staging. In the Chambers of Wonder, as the rooms are known, stories are told through a combination of glass, light and illusion, while in the spacious park, the Crystal Cloud hovers above the Mirror Pool – a sea of thousands of shimmering stones that twinkle and sparkle in the sunlight.

Lumagica in Innsbruck and Reutte: Winter light installations for all the family

As the nights grow longer and autumn turns to winter, the Hofgarten public gardens in Innsbruck are transformed into a sparkling world of artistic light installations. From 14 November 2025 to 1 February 2026, the Lumagica light park in Tirol's regional capital invites visitors to take one-kilometre a circular walk taking in numerous light installations based on this year's motto of [Innsbruck Winter Magic](#).

In the town of Reutte, Lumagica will be creating magical moments at the Ehrenberg Castle ruins from 14 November 2025 to 22 February 2026. Based on the motto [The Magical 5 Elements](#), modern installations meet medieval walls and fascinating sounds. Parallel to this, [Reutte On Ice](#) – the largest ice park in western Austria – will tempt visitors to go ice skating in the middle of the town, between sparkling light displays, from 14 November 2025.

100,000 Lights Path in Seefeld

Visitors to the Seefeld region can look forward to a unique winter walking highlight. Measuring 1.7 kilometres in length and illuminated by thousands of small lights, the [100,000 Lights Path](#) leads through snow-covered landscapes and conjures up an incomparable atmosphere in the evening hours. Gently shimmering installations make this circular hike in the heart of Seefeld an experience full of contemplation, harmoniously combining nature and light art.

Nature Ice Palace in Hintertux: A glittering world deep inside the glacier

Those who venture into the heart of a glacier will be rewarded at the [Nature Ice Palace](#) on the Hintertux Glacier in the Zillertal Valley. Thirty metres underground, below the ski slopes, lies a system of ice caves stretching between two glaciers, which can be explored on foot or by boat. Huge ice stalactites and sparkling crystals will fascinate children and adults alike. Guided tours offer thrilling insights into the natural wonders of this eternal ice.

Ice skating on Tirol's glittering lakes

During the winter months, Tirol's lakes are transformed into smooth ice surfaces just waiting to be explored. [Ice skating](#) on one of these magical natural outdoor rinks is an enchanting experience inviting skaters to discover crystals and natural structures in the ice, especially when the sun is shining down from a cobalt blue sky.

Stars and starry skies: Tirol's glittering night-time world

Those who love the twinkling lights in the sky will find what they are looking for in Tirol – the clear winter nights offer perfect conditions for observing constellations, planets and meteors. From extraordinary igloos to guided sky observations, here in Tirol the night sparkles in a special way.

- **[Snow igloos, Ötztal Valley:](#)** At 2,000 metres above sea level, the igloos made of snow and ice in the Ötztal Valley offer not only extraordinary accommodation but also a unique experience of nature. While the cold glitters outside, guests enjoy atmospheric candlelit or fondue evenings – and can then snuggle up in warm blankets in the crystal igloo and gaze directly up at the sparkling starry sky.
- **[Hotel Stern, Sonnenplateau Mieming:](#)** The Hotel Stern's star-viewing platform is an excellent place to observe shooting stars and planets. This experience is ideal for families and children who want to learn about the constellations in a playful way, while adults can enjoy the magical atmosphere.
- **[Moonlight picnic, Pfundsers Tschey, Tiroler Oberland:](#)** During a half-hour winter hike through the untouched high valley of Pfundsers Tschey, participants enjoy a particularly clear view of thousands of twinkling stars. An expert guide is on hand to explain the different constellations over a mug of hot punch or mulled wine (five dates available between 18 January and 3 March 2026).

- **Stargazing in the Lüsens Valley, Innsbruck region:** Located just 20 kilometres from Tirol's capital, Innsbruck, guests visiting the Lüsens Valley will find ideal conditions to experience the breathtaking beauty of the starry night sky. With large telescopes, planets, star clusters and even distant galaxies can be observed in pitch-black conditions far from the bright lights of civilization.

For more tips on special winter experiences in Tirol please visit www.tyrol.com/activities/holiday-ideas/winter-holiday.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tyrolean tourism is characterised by 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 Group and serves as the provincial tourism marketing organisation. Its primary mission is to position Tirol as the number one holiday destination in the Alps.

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