IN NUMBERS:
SUMMER 2026 IN TIROL

How many guests visit 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.

23,163,500	overnight stays were recorded in Tirol in summer 2025.
6,653,700	arrivals were recorded by Tirol's tourism businesses in summer of 2025.
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 lead through Tirol. By comparison, the direct distance from Innsbruck to New York is 6,500 kilometres.
24	stages and 330 kilometres in North Tirol, and 9 stages covering 96 kilometres in East Tirol, make the Eagle Walk Tirol's best-known long-distance hiking trail.
158	mountain huts run by the Austrian Alpine Club plus many more huts and mountain restaurants welcome hikers and visitors.
8	trail running regions offer a holistic trail running experience.
~ 2,080	managed alpine pastures ensure sustainable landscape management and produce distinctive Tirolean specialities from the mountains.
~ 730	fully qualified mountain guides and more than 1,800 fully qualified hiking guides ensure guests stay safe and have fun in the mountains.
~ 7,200	kilometres of signposted and inspected mountain bike routes await in Tirol, suitable for both standard bikes and electric-powered mountain bikes.
400	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.
10	trail riding and downhill biking regions from East to West welcome downhill mountain bikers with varying levels of ability.

7	gravel bike routes across 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.
> 110	quality-certified Bett+Bike Tirol accommodation providers offer cyclists a high standard of services tailored to their needs.
~ 160	climbing gardens, including 40 family-friendly climbing areas and around 90 multi-pitch climbing routes, can be found in Tirol.
~ 720	bouldering problems across 13 bouldering areas, including 8 quality-certified family-friendly locations, are waiting to be tackled.
~ 100	via ferrata routes await climbing enthusiasts throughout Tirol.
~ 30	indoor climbing and bouldering halls, as well as 18 high-rope courses and climbing parks, can be found across Tirol.
~ 10,000	natural springs can be found in the mountains of Tirol.
5	nature parks covering around 2,000 square kilometres invite visitors to discover Tirol's alpine diversity. In addition, the cross-regional Hohe Tauern National Park offers a further 1,856 square kilometres of protected landscape for mindful exploration of this sensitive alpine environment.
359	quality-certified farm stays, including 12 farms awarded the highest distinction (5 flowers), 7 equestrian farms, and 24 specialised baby and children's farms, invite guests to immerse themselves in authentic farm life.
15	regions have the Tirolean Family Nest status and specifically cater for families with children.
240	museums are listed on Tirol's official museum portal.
27	mountain adventure parks based on five core themes provide plenty of action and adventure.
>300	quality-certified family accommodation providers promise a perfect stay for people of all ages.
~ 100	guesthouses in Tirol have been awarded the coveted status "Tiroler Wirtshaus" and serve high-quality traditional food.
20	Tirolean restaurants were awarded coveted stars by the MICHELIN Guide in 2025, making Tirol the most decorated province in Austria in terms of Michelin accolades and star-rated establishments.
184	mountain huts and alpine pastures reviewed by Gault Millau are featured in the Tirol Alpine Hut Guide 2026. The Grawandhütte in the Zillertal Zemmgrund has been named "Alpine Hut of the Year".

278	gastronomy and hotel businesses have received the “Bewusst Tirol” award for their strong focus on regional products.
2,657	gold-fired copper tiles make up the Golden Roof, Innsbruck’s number one sightseeing attraction.
22	golf courses, including 17 “Golf in Tirol” partner clubs, invite visitors to tee off amid spectacular mountain scenery. In 2026, the Austrian Alpine Open – Europe’s leading professional golf tour – will make its debut stop in Tirol.
43	quality-checked golf accommodation providers 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.
~ 190	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.
~ 4,200	train and bus stops throughout Tirol provide convenient travel connections – from down in the valleys to up in the mountains.
11	Tirolean regions have been awarded the Austrian Ecolabel for destinations and are committed to providing a comprehensive, sustainable holiday experience. In addition, 119s hotels hold the Austrian Ecolabel for accommodation providers.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean 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 Gruppe and serves as the provincial tourism marketing organisation. Its primary mission is to enhance the allure of Tirol as a holiday destination.

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