

CULTURE, CUISINE AND SPORT: TIROL'S EVENT HIGHLIGHTS FROM SPRING TO AUTUMN 2026

Culture, great food and superb sporting performances set against a stunning mountain backdrop: from the classical music festival in Erl to the cross-border "Tour of the Alps" and an international golf tournament, Tirol once again hosts a wealth of top-class events in the coming months. With musical highlights and spectacular sporting moments in the heart of the Alps, this programme is second to none.

Tiroler Festspiele Erl • 29 March to 26 July 2026

Music lovers are in for a treat at the Tiroler Festspiele Erl in the Kufsteinerland region. The performances take place at Erl's renowned Passion Play House and Festival Hall, with a varied programme running from 29 March to 26 July 2026. Works by Richard Wagner and Johann Sebastian Bach are showcased alongside music theatre productions by Hector Berlioz, Giacomo Puccini, Philip Venables and Georges Bizet. www.tiroler-festspiele.at/en

Starting in Innsbruck: 10th Tour of the Alps • 20 to 24 April 2026

On 20 April 2026, more than 150 professional cyclists will set off from the forecourt of the Innsbruck Landestheater for the 10th Tour of the Alps. As part of the UCI ProSeries, the race connects the three "Euregio capitals" of Innsbruck, Trento and Bolzano via a challenging route. The cross-border race comprises five stages, 760 kilometres and 14,600 metres of elevation. In Tirol, the opening stage begins and ends in Innsbruck, passing through the Inn Valley up onto the Mieming Plateau. On day two, the riders set off from Telfs, travelling through the Tiroler Oberland and over the Reschen Pass into South Tirol. www.tourofthealps.eu/en

Kaiserwinkl Cheese Festival in Kössen • 16 May 2026

On 16 May 2026, the Kaiserwinkl Cheese Festival offers a true culinary highlight in Tirol's lowlands. Visitors can sample a wide variety of handcrafted cheese specialities at numerous stalls. From 11:00, a lively music programme in the centre of Kössen provides great entertainment, with free admission throughout the day. www.kaiserwinkl.com/en/events/cheese-festival-koessen.html

Austrian Alpine Open in Kitzbühel • 28 to 31 May 2026

One of Tirol's major summer sporting events is the Austrian Alpine Open 2026, part of the DP World Tour. Following its successful debut in Salzburg in 2025, the tournament will be held in Tirol for the first time, from 28 to 31 May 2026, at the prestigious Kitzbühel-

Schwarzsee-Reith golf course. Set against Kitzbühel's spectacular alpine scenery, the event reaches a global audience through international TV coverage. The field includes the world's golfing elite, led by Sepp Straka, Austria's most successful golfer of all time. www.austrianalpineopen.com/en

World Climbing Series in Innsbruck · 15 to 21 June 2026

The international climbing scene will gather once again in Innsbruck in 2026. From 15 to 21 June 2026, the World Climbing Series – the successor to the former IFSC Climbing World Cup – will make a stop in Tirol's capital. More than 500 athletes from around 50 nations are expected at the Innsbruck Climbing Centre to compete in bouldering, lead, and para-climbing disciplines. The venue's outdoor arena has long been one of the most vibrant stops on the international circuit, attracting around 17,000 fans in recent years. Top performances and a unique atmosphere make this a well-established fixture in the international climbing calendar. www.worldclimbingseries.com

Terra Raetica Trails Festival in the Tiroler Oberland · 30 June to 4 July 2026

From 30 June to 4 July 2026, the Terra Raetica Trails present another exciting opportunity for trail running enthusiasts. Over five stages, the routes traverse some of the most stunning trail running regions in the Alps, including Kaunertal, the Tiroler Oberland, Nauders, Lake Reschensee, and the Engadin. This multi-day race combines athletic challenge with breathtaking scenery. www.terra-raetica-trails.com/en

Generali Open Kitzbühel · 18 to 25 July 2026

From 18 to 25 July 2026, the international tennis elite returns to Kitzbühel for Austria's largest clay-court tournament. The 82nd Generali Open is one of the key stops on the ATP Tour calendar, where defending champion Alexander Bublik will be striving to repeat last year's triumph. The centre court has been sold out on multiple consecutive days in recent years—a clear sign of the tournament's popularity. Women's tennis also makes a return to Kitzbühel after more than three decades, with a WTA 125 tournament taking place from 13 to 19 July 2026. www.generaliopen.com/en

Paznaun-Ischgl: Paznaun-Ischgl Ultra Trail (10 to 11 July 2026) and Ischgl Ironbike (7 to 8 August 2026)

Summer in Paznaun is all about sporting competition. On 10 and 11 July 2026, the Paznaun-Ischgl Ultra Trail (PIUT) takes place across five distances, followed by the Ischgl Ironbike on 7 and 8 August 2026. Both events attract participants from around the world, combining sporting challenge with the impressive mountain scenery of the Paznaun Valley. www.paznaun-ischgl.com/en/piut-homepage and www.ischgl.com/en/events-experiences/ischgl-ironbike

Arlberg Giro · 2 August 2026

The Arlberg Giro is a cycling event of the highest calibre. On 2 August 2026, amateur cyclists are challenged to cover around 150 kilometres and 2,500 metres of elevation gain. The race begins in St. Anton am Arlberg in the early morning hours, leading over the Arlberg Pass, through the Klostertal into the Montafon and along the Silvretta High Alpine Road. Passing through the Paznaun and Stanzertal valleys, the route finally returns to St. Anton am Arlberg. Challenging climbs, swift descents and spectacular mountain views make this a truly memorable event. www.arlberg-giro.com/en

Tiroler Silberpfad Trophy · 19 September 2026

On 19 September 2026, the historic town of Schwaz once again takes centre stage in the trail running scene during the Tiroler Silberpfad Trophy. Participants can choose from four distances, ranging from a new 11-kilometre route to an 86-kilometre ultra distance. The race challenges competitors to conquer thousands of metres of elevation gain, a feat requiring both mental and physical agility. www.silberregion-karwendel.com/en/tiroler-silberpfad-trophy

Further details about events in Tirol can be found at www.tyrol.com/activities/events.

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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