

CAMPING IN TIROL: NEW CAMPSITES, GLAMPING AND OUTDOOR AD- VENTURES

Camping holidays are becoming increasingly popular and Tirol offers a wide variety of options, with more than 100 campsites in summer and around 80 in winter. The choice for campers ranges from tranquil spots in the midst of nature to luxurious tree house accommodation. Almost two million overnight stays were recorded at Tirol's campsites in summer 2025 alone, with the majority of visitors coming from Germany, the Netherlands and Austria. Over the past ten years, camping has also grown significantly in importance, with its share of total summer overnight stays rising from 5.5 to 8.6 per cent. While wild camping may not be permitted in the Heart of the Alps, Tirol's campsites cater for every taste and budget, from simple and traditional to stylish and exclusive. Numerous new developments and recently modernised facilities also highlight just how dynamic and innovative the sector has become.

Small but perfectly formed

[Mountain Camp Pitztal](#) is a good choice for those seeking peace and quiet whilst enjoying nature. This small and natural campsite in Jerzens offers pitches for just 38 motorhomes and caravans on an idyllic site, while tents can be pitched on the meadow around the waterfall. Moreover, the Alpine Bungalow is available for hire, which can comfortably accommodate one to five persons. The Mountain Camp's highlight is a pond with jetty and sunbathing lawn, where you can swim and fish! The campsite is also an ideal starting point for mountain enthusiasts to embark on hikes, summit tours and excursions by mountain bike.

The family-friendly [Lechtal Camping Vorderhornbach](#) is located in the middle of Lechtal Nature Park. The 50 pitches are nestled amidst the impressive mountain panorama of the nature park region. In addition to pitches and tent sites, guests can also enjoy comfortable cabins and rustic caravans. On-site facilities include the (public) nature adventure pool and a bistro for days when you don't feel like cooking. The Lechtal cycle path and Lech hiking trail can be wonderfully discovered from here!

Following extensive refurbishments, [Campingplatz Judenstein](#) has been completely transformed. Situated in a sunny location close to the provincial capital of Innsbruck, the site reopened in April 2026 as a fully accessible campsite covering around one hectare. Combining comfort with a close-to-nature holiday experience, the campsite offers around 40 to 45 pitches, ten long-stay pitches and a spacious tent meadow.

For luxury campers

Holidays in the midst of nature with an extra portion of luxury await campers at [Zugspitz Resort campsite](#) in Ehrwald in the Tirolean Zugspitz Arena, just a stone's throw from the Tirol Zugspitzbahn in Ehrwald. Campers can enjoy all the amenities of the adjacent 4-star superior Zugspitz Resort, including the 1,500 m² play and water world and restaurant. The campsite offers 20 standard pitches and 100 comfort pitches all year round, with plenty of space to relax and unwind. Guests also enjoy access to the deluxe bathhouse, featuring 35 private bathrooms.

[Ferienparadies Natterer See](#) Holiday Paradise is a veritable all-rounder and holder of the ADAC Camping Award. The facility is located a mere seven kilometres from Innsbruck and right next to the idyllic Lake Natterer. The 5-star campsite offers ample space and modern infrastructure in all price categories: from standard pitches for tents and minivans to the luxury category in XXL format (160m²). The facilities are complemented by a variety of glamping options, including the new luxury Glamping Pods in the “Secret Koi Garden”, cosy sleeping barrels and safari lodge tents for 5 to 8 persons, complete with kitchen, rain shower and panoramic terrace. The Family & Panorama Wood Lodges provide an equally luxurious alternative: these comfortable wooden tree houses can be booked year-round and offer a close-to-nature holiday experience thanks to their huge panoramic window façade.

Those who like to sleep outside but still hanker after the comfort of a hotel room will find the perfect compromise in the glamping tents at [Gerhardhof in Wildermieming](#). Here, guests sleep snugly under a tent roof in a natural wood bed complete with luscious bed linen. The tents even include a sofa, table and private wooden terrace with deckchairs. Clean, modern sanitary facilities with washing machines and tumble dryers are available in the immediate vicinity. Furthermore, Gerhardhof in Wildermieming offers a further 100 pitches for caravans and mobile homes in three different categories and a tent site, as well as a private swimming pond, combined with wonderful peace and quiet and impressive views.

Sustainability and the highest level of comfort

[Natürlich HELL](#) campsite in Fügen in the Zillertal is proof that luxury and sustainability can go hand in hand: it bears the Austrian eco-label and is a certified environmentally friendly campsite. The campsite uses solar energy, has green roofs and low-energy buildings. The nature-oriented site offers a total of around 200 pitches encompassing some 70 to 120m² each. The fully accessible and comfortable building with washrooms and sanitary facilities is modern and spacious, where guests can also rent a private bathroom. The pitch price also includes access to the indoor and outdoor pools, while relaxation in the sauna and wellness area can

be booked on request. A testament to its quality, the campsite achieved 7th place in the camping.info-Award, based on votes cast by 62,000 campers from 44 countries.

For families

Boredom? No chance of that happening here: [Erlebnis Comfort Camping Aufenfeld](#) in the Zillertal is paradise for active holidaymakers and families who are always on the lookout for the next adventure. Active holidaymakers and families can look forward to an enormous range of leisure activities, ranging from tennis, go-karting and archery to the site's very own Western Fort, complete with riding arena, sheriff's station and an educational Western-themed trail. There is also a 4,000 m² bathing lake, a 380 m² indoor swimming pool and a climbing hall. The site offers pitches in three categories as well as flats or luxury suites.

[Tirol Camp in Fieberbrunn](#) in the Pillerseetal is also ideal for families. Fieberbrunn cable car base station is right next to the campsite: which means that guests are not only very close to the Fieberbrunn hiking area, but can also reach the Timoks Welt and Timoks Alpine Coaster mountain adventure parks in no time at all. The campsite also offers a special chill-out area for young people with a lounge, video games and films, as well as a skating area and basketball hoop. You can book spacious comfort pitches as well as deluxe pitches with their own bathroom at this campsite in the middle of the Kitzbühel Alps. The site also has a spacious wellness area with a panorama pool, restaurant and mini market.

[Camping & Appartements Seehof](#) enjoys a peaceful setting on the eastern shore of Lake Reintalersee, surrounded by meadows and mountain scenery. Located in the Alpbachtal holiday region, the site offers spacious pitches with lake and mountain views, as well as apartments available year-round. Facilities include a café-restaurant, a large sunbathing lawn with direct lake access, a playground and a petting zoo. Modern sanitary facilities feature family bathrooms, private bathrooms for exclusive use and fully accessible areas. In summer, guests can enjoy swimming and water sports on the lake, while winter entices with cross-country ski trails and a variety of seasonal activities in the immediate vicinity.

Camping on the Lake

[Seeblick Toni](#) campsite in Kramsach is located directly on Lake Reintaler See: the idyllic site offers year-round pitches for caravans, motorhomes and tents, direct access to the lake, a large sunbathing lawn and two small, natural beaches. Water temperatures of up to 26 degrees and excellent water quality make swimming in Lake Reintaler See particularly pleasant. Little ones can let off steam in the playground with trampoline, climbing rope garden and slides, while grown-ups relax in the wellness area. And if you get hungry after a swim, Brantlhof Guesthouse will tempt you with culinary specialities. Nearby attractions include the Museum of Tirolean Farmhouses, Kramsach's famous "Merry Cemetery" and the picturesque towns of Rattenberg and Alpbach.

A pitch by Tirol's inland sea? That's what the [Alpen-Caravanpark at Lake Achensee](#) offers. With its direct lake access on the north shore of Lake Achensee, modern sanitary facilities and restaurant with sun terrace, this campsite is ideal for anyone who wants to wake up to views of the lake. Alpen-Caravanpark caters well for children with its own adventure water play park.

[Camping Fernsteinsee](#) is located on the south side of the Fern Pass. The unique nature resort of 280,000 m² offers a campsite, a 4-star hotel and luxurious suites in the former Fernsteinsee Castle. The picturesque lake impresses with its myriad shades of green and invites you to go boating in summer or diving for the more sporty inclined. 120 pitches in three categories (standard to luxury) offer camping in the midst of magnificent mountain and lake scenery.

For sports enthusiasts and bikers

[Camping Sölden](#) is the perfect choice for sport-loving campers: The site is very close to the Ötztaler Ache, an Eldorado for kayakers and only 200 metres away from the Gaislachkogel cable car and Tirol's largest pump track park, Bike Republic Sölden. Speaking of biking - the site also includes a bike wash area and access-protected bike storage. The facilities are further enhanced by a Green Spa covering some 500 m², complete with panoramic sauna, bio sauna and steam bath, as well as an indoor climbing wall and gym. Despite offering around 100 pitches, the campsite retains a pleasantly intimate feel and has been awarded the Austrian Eco-Label for environmentally friendly practices.

New for summer 2026, [Alpin Camping Kaunertal](#) in Feichten offers a fresh camping experience in a sunny location surrounded by impressive mountain scenery. Open all year round, the site features 80 spacious pitches ranging from 70 to 120 m². The main building houses reception, a restaurant, café, farm shop and mountain guide office, complemented by three apartments. The Quellalpin Kaunertal leisure centre, with swimming pool, sauna and bouldering hall, can be found directly opposite.

[Naturcamping Kuprian](#) in the Ötztal Valley has been family-run since 1959 and was extensively modernised and expanded in 2022. The main building features a welcoming reception with personal service, the "Mahlzeit" à la carte restaurant serving regional specialities, a comfortable lounge area, and bright, modern sanitary facilities. From June 2026, the campsite's accommodation offering will be expanded with the new BergNest concept – a collection of small hillside cabins providing overnight stays under the stars, complete with panoramic views of the surrounding mountains.

To find out more about Tirolean campsites, please visit: www.tyrol.com/accommodation/campsites

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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