



Jeden Tag Tirol

## **Mountain Summer 2026 in Imst is dedicated to the theme “Mountain Skills – with an upgrade. Experience more, safely.”**

**Imst/Tyrol, June 2026.** In the Outdoor Region Imst, the most diverse and exciting time of the year is beginning – and with a new focus: under the motto “Mountain Skills – with an upgrade. Experience more, safely.” the region is placing an even stronger emphasis on know-how, safety and mindful nature experiences. This applies to beginners as well as experienced mountaineers who want to deepen their knowledge. The aim is not only to inspire visitors with the wide variety of activities, but also to provide them with the necessary tools for a safe and sustainable mountain experience. Because those who understand the mountains move through them differently.

“More knowledge makes all the difference: those who head into the mountains well prepared experience exactly what matters – and, above all, enjoy themselves with greater safety. Even though enthusiasm for nature experiences is high, every year shows us once again that many mountain incidents are not caused by recklessness, but by a lack of preparation. Hikers who lose their way, tours that are underestimated, or unsuitable footwear – many of these situations could be avoided with the right know-how. This is exactly where we come in and show how things can be done better: with simple tips that provide safety while also increasing the joy of experiencing the mountains,” says Reinhold Werth, Managing Director of Imst Tourism.

### **Perfectly prepared, step by step**

At the heart of the new focus are easily accessible resources that prepare visitors step by step for their mountain experience. The website offers practical support such as a clear packing list for the perfect hiking day, inspiration for light energy snacks or homemade muesli bars for the trail, as well as a compact know-how ABC with tips on equipment, planning, safety and proper behaviour in the mountains. The range extends from small but important details that provide greater comfort along the way to essential knowledge that helps prevent risky situations from arising in the first place.

In addition, a mountain expert shares valuable tips and exciting insights on the official social media channels of the Outdoor Region Imst, focusing on the best possible preparation for a stay in the mountains. For the youngest visitors, the “Outdoor Heroes” will serve as friendly companions from this season onwards. Buddy, Trixi and Flitz are specially developed characters who introduce children to nature, wildlife and the unique features of the mountain region in a playful way. Also always in focus: the protection of nature and a mindful approach to the mountain landscape.



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### **Experience a wide variety of outdoor activities in one region**

Whether climbing on impressive rock faces, hiking along scenic high-altitude trails or biking on varied routes – Imst once again offers the full range of classic outdoor activities this summer. The programme is complemented by action-packed experiences such as rafting, canyoning and caving, which combine adventure and nature in a unique way – always accompanied by impressive views of the Tyrolean mountains.

**Extensive image material of the Outdoor Region Imst is available under the following link** (credits as indicated): <https://media.imst.at/>

**Packing list and DIY energy bar recipe:** [Packing list & energy bar](#)

### **About the Outdoorregion Imst:**

Sporting activities, a wide range of offers for all ages and unspoilt nature as far as the eye can see – this is what makes the uniquely beautiful Outdoor Region Imst in the heart of Tyrol so special. Located not far from typical winter sports centres, the region offers opportunities for adventure as well as relaxation and nature enjoyment in both summer and winter. From every perspective, a stunning mountain panorama unfolds, accompanying visitors visually and atmospherically throughout the region. From white-water rafting and hiking to skiing, paragliding, climbing and bouldering, the central location near the Imst Gorge opens up countless possibilities for outdoor sports enthusiasts.

More information at: [www.imst.at](http://www.imst.at) | Instagram: @outdoorregionimst