



Jeden Tag Tirol

Strong Premiere of the 24H Wander Challenge in the Outdoorregion Imst

From 3rd to 4th July 2026, the Outdoorregion Imst became the stage for a special long-distance experience: the 24H Wander Challenge celebrated a successful event weekend with excellent weather, a fantastic atmosphere and impressive motivation from all participants.

Around 46 starters took on the 24-hour version, while around 22 participants chose the 12H Wander Challenge. The focus was not on competition, but on being on the trail together, motivating one another and experiencing the Imst mountain world in all its facets - from the evening start through the night to the impressive moments in the mountains.

Big moments on and off the route

The refreshments along the route received special praise from the participants. The refreshment stations at the Karröster Alm, Haiminger Alm, Untermarkteralm and Muttekopfhütte provided excellent support and energising food for renewed strength. The hikers were also well looked after in the start and finish area: Martin Staggl not only took care of the catering on site, but also hosted the supporting programme as moderator, creating a great atmosphere and ensuring a professional flow.

"The 24H Wander Challenge impressively showed how strongly the idea of shared nature experiences is anchored in our region. The motivation of the participants, the perfect organisation along the route and the great support of our partners made this weekend something truly special," says Reinhold Werth, CEO of Imst Tourismus.

Strong route, strong atmosphere

Another key success factor was the excellently prepared route. Hiking guide Silvia Mair, who accompanied the Challenge with great experience and passion, was delighted: "It was a huge joy to see how the groups grew together. The atmosphere was incredibly positive from the very beginning; everyone was motivated, attentive and full of enthusiasm. This sense of togetherness is exactly what defines the Wander Challenge."



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The supporting programme was also very well received. The open-air cinema in the start and finish area created an additional atmosphere in particular: with "Madagascar" in the early evening and "Everest" as an impressive evening film, a well-rounded programme was offered for families, visitors and all finishers.

With the successful staging of the 24H and 12H Wander Challenge, the Outdoorregion Imst once again demonstrated how varied, sporty and community-oriented mountain experiences can be. A weekend full of endurance, nature, team spirit and emotion - and an event that will certainly remain in the memories of participants and spectators for a long time to come.