IN NUMBERS:
WINTER 2026/27 IN TIROL

How many guests visit Tirol every winter? How many ski resorts welcome winter sports enthusiasts to Tirol? How many cross-country ski trails and winter hiking trails does Tirol offer? How many eateries serve Tirolean specialities? The following facts and figures about the heart of the Alps in winter make for interesting reading.

26,898,359	overnight stays were recorded in Tirol during the winter 2025/26 season.
6,292,066	arrivals were registered by Tirol's tourism industry in winter 2025/26.
4,31	days is the average length of stay for guests in Tirol (winter season 25/26).
338,984	guest beds were available in Tirol in winter 2024/25. Half of these were in hotels, around 42% in holiday apartments and 5% in private accommodation.
> 80	ski resorts welcome winter sports enthusiasts to Tirol, with almost 900 lifts available to whisk them up the mountains.
574	three-thousanders: 574 peaks in Tirol extend to over 3,000 meters above sea level. The 3,798-metre-high Großglockner and 3,768-metre Wildspitze are the province's tallest mountains.
~ 3,400	kilometres of ski runs can be found in Tirol.
> 30	ski resorts offer night skiing. Gliding through the night beneath the glow of the slope's lights is an otherworldly experience.
5	glacier ski resorts in Tirol are blessed with reliable snowfall during their long season.
> 30	brilliantly shaped snow and fun parks for snowboarding and freeskiing are available and invite you to try new tricks.
9	regions in Climbers Paradise Tirol offer a wide variety of ice climbing routes, depending on weather conditions.
~ 400	ski schools provide valuable support to winter sports enthusiasts in Tirol. With over 7,000 snow sports instructors in Tirol, they are the first port of

	call for many visitors from all over the world when it comes to skiing, snow sports and new trends.
16	regions in Tirol specialise in winter holidays for the whole family and constitute the Best Family Ski Resorts in Tirol.
~ 750	highly trained Tirolean mountain and ski guides ensure your safety in the mountains.
107	restaurants are proud bearers of the “Tiroler Wirtshaus” (Tirolean Inn) quality seal and serve traditional, regional fare.
278	gastronomy and hotel businesses have received a “Bewusst Tirol” award and are thus focusing on increased use of regional products in their kitchens.
26	stars: four restaurants were awarded two MICHELIN stars in 2026 and 18 were honoured with one MICHELIN star, making Tirol the Austrian province with the highest number of Michelin-starred restaurants.
5	nature parks covering around 2,000 square kilometres invite you to discover Tirol’s rich alpine diversity. The cross-provincial Hohe Tauern National Park offers a further 1,856 square kilometres of space in which to explore the fragile Alpine landscape with care and respect.
2,657	gold plated copper tiles adorn the late Gothic oriel of the Golden Roof, making it Innsbruck’s iconic landmark in the heart of the Old Town district.
~ 16,000	active members keep the tradition alive in some 300 brass bands across Tirol.
> 100	winter sports events, including legendary ones such as the Hahnenkamm World Cup Race in Kitzbühel, the Ski World Cup in Sölden, the White Rush in St. Anton and the Freeride World Tour in Fieberbrunn, make Tirol the number one winter sports destination in the Alps. In January 2027, Tirol will also host the Winter Deaflympics, the world’s largest winter sports event for deaf athletes.
200	museums and exhibitions in Tirol invite you to browse, learn and discover.
> 4,000	kilometres of well-maintained cross-country ski trails for both classic and skating-style traverse the most beautiful landscapes of Tirol.
12	Tirolean regions have joined forces to create the Tirolean cross-country skiing network and are therefore dedicated to ensuring perfect cross-country skiing conditions and regular quality checks.
> 750	kilometres of groomed toboggan runs can be found in Tirol. 70 toboggan runs have been awarded the Tiroler Naturrodelbahn quality seal, while more than 50 are floodlit in the evenings.

3	winter long-distance hiking trails criss-cross Tirol - two in the Seefeld region and one in the Paznaun Valley.
15	recommended culinary winter walks lead to unforgettable moments of indulgence in Tirol's mountain eateries and huts.
~ 4,200	train and bus stops throughout Tirol provide convenient public transport connections – from the valleys right up into the mountains.
11	Tirolean regions have been awarded the Austrian Ecolabel for Destinations, reflecting their commitment to a comprehensively sustainable holiday experience. In addition, 119 hotels have been awarded the Austrian Ecolabel for Accommodation Establishments.

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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