

# Press Kit

Information for UK print, broadcast and digital journalists  
about the Capital of the Alps, Innsbruck.

[www.innsbruck.info](http://www.innsbruck.info)



## About Innsbruck

A city circled by striking mountains, close to nature and featuring an iconic blend of urban and imperial attractions, Innsbruck - the Capital of the Alps – provides journalists with a rich seam of stories throughout the year.

World-renowned as an Olympic city, which hosted the 1964 and 1976 winter games, as well as the 2012 Youth Olympics, the area has a strong all-seasons sporting pedigree.

It has been in the spotlight in recent years as the host of Channel 4's 'The Jump', which is filmed in Kühtai, one of the 25 holiday villages on the surrounding plateaus.

Situated along the banks of the river Inn and dotted around the mountains surrounding Innsbruck, these holiday villages are in the ideal location, granting easy and quick access to both ski pistes in the winter, bike trails in the summer and stunning scenery, bustling nightlife, and a culturally rich city all year round.

This year, Innsbruck is further boosting its sporting credentials, holding the world-renowned Crankworx mountain biking festival in the summer, as well as the Haute Route Dolomites road cycling event, which will see athletes tackle a challenging course from the city, over the Austrian Alps and the Italian Dolomites, to Venice.

In 2018 the city will also host one of the most anticipated events in the sporting calendar, the UCI Road World Championships.

Innsbruck is already a favourite flight destination for skiers, with nine ski areas and 300 km of pistes.

And the potential is vast for a city where nature and culture are such close neighbours, with Renaissance architecture sitting alongside an unrivalled urban vibe.

Other features include an outstanding café culture and shopping experience, as well as modern architecture which includes the late Zaha Hadid's landmark Bergisel Olympic Ski Jump Tower.

With all this and much more just hours away from the UK, Innsbruck has fantastic appeal for travellers wishing to broaden their horizons – and journalists looking for unique news and features for print, broadcast and digital channels.





## Attractions and Forthcoming Events in 2017

This list has been produced to give journalists an insight into some of the region's attractions and main events this year. It's not a definite list and further information can be gained from our UK press agency. Their contact details are overleaf.

### Key Elements

#### Winter Sports

Enjoy Innsbruck's unique urban alpine vibe and follow in the tracks of the champions with skiing and snowboarding in the Olympic City. Innsbruck's unique blend of urban lifestyle, stunning nature and alpine sporting pedigree saw it awarded 'Best European Winter Sports Destination', in the annual Luxury Travel Awards 2016, as well as 'Best Sports Destination' in 2017.

##### Highlights include:

- Olympia Ski World, which offers 9 ski areas and 300 km of pistes, with skiing open until April, and the chance to enjoy a later season into May at the Stubai glacier.
- Short transfer times to get on the slopes from the airport.
- The opportunity to tackle a different slope everyday with extensive public transport linking the city to the mountains and a free ski bus service from the city to all 9 ski areas.
- Top-quality selection of parks, pipes and events including shredding at Austria's largest superpipe in Kühtai, one of Innsbruck's surrounding holiday villages, and at Nordkette's Skyline Park.
- The Nordkette Snow Igloo – the largest snow igloo in the Alps (open until April).
- The final of Channel 4's The Jump held at Kühtai in March.
- Competitions including the annual 4 Hills Ski Jump Tournament – the city's hot ticket at the Bergisel Ski Jump Tournament – followed by the international snowboarding event Air + Style.

#### Winter Events

Innsbruck plays host to six Christmas markets, running from November into January (location dependent). Winter is also the time of the St Nicholas (St. Nikolaus) and the Krampus Parade, a wonderful sight, while February marks the start of the carnival season.

#### Summer Sports

In Innsbruck and its surrounding holiday regions, biking is to summer what skiing is to winter.



##### Highlights include:

- Opportunities for cyclists and bikers of all abilities from those seeking gravity-defying challenges on Europe's toughest single track at Nordkette - through to a more relaxed appreciation of the stunning scenery on routes including the riverside Inn Valley Cycle Route, which covers the entire Tyrol from east to west.
- Host city for competitions in 2017 and 2018 including the world-renowned Crankworx mountain biking festival in June, Haute Route in September, and the UCI Road World Championships.
- The Bikepark Innsbruck offering a range of jumps, obstacles, steep curves and rough tracks in the western holiday villages, including the Muttereralp Trail and, a new highlight, the Götzner Trail, which provides a perfect location for families and beginners. For younger ones, the practice site at the children's area at Muttereralp even includes a conveyor belt to take riders back to the top for a fresh start.
- The WUB-Halle Innsbruck, an indoor BMX centre offering a variety of handrails, stairs sets and wallrides to bikers and skaters.
- Adventure sports such as paragliding, rafting, canyoning and climbing.

#### Hiking

Holiday villages surrounding the city can be explored with a great free daily service, the official Innsbruck Hiking Programme, offered between June and October.



**Highlights include:**

- Transfer bus from hotels, a competent guide and even a rucksack and hiking shoes for hire – all for no cost.
- A varied programme catering for all abilities and ages, with events including a lantern evening walk to music. (Please note that there is a charge to use the seven cable cars which give hikers access to the mountains).

## Summer Family Mountain

The award-winning Mutteralm comprises a fascinating outdoor playground, geocaching and go-cart activities from top to bottom, making it a great family environment close to nature in a truly inspired setting.

## Summer Festivals

From ‘Zächaussingen’, singing recitals at 5am in the mornings in the crisp and clear mountain air of Zirl, to New Orleans inspired jazz by the river Inn in the heart of the city, the programme of summer festivals in Innsbruck is original and unique. Highlights include one of Europe’s leading festivals for brass music, opera, Promenade Concerts, the Festival of Early Music and the renowned Innsbruck Tanzsommer dance festival. Some of the events are UNESCO listed.

## Imperial Architecture

As the ‘Capital of the Alps’ Innsbruck’s historical significance over the centuries has seen cultural gems built throughout the city, including the Hofkirche Court Church, the Hofburg Imperial Palace and Ambras Castle.

In the heart of the city’s historic district stands the world-famous Golden Roof, the symbol of the city. The emperor Maximilian I (1459 – 1519) had the late Gothic bay built on the occasion of his wedding around 1500 AD.

## Modern Architecture

In a city of contrasts, the mix of imperial and modern buildings adds to the charming tapestry of the city.

**Highlights include:**

- The late Zaha Hadid’s Bergisel Olympic Ski Jump and Nordkettenbahnen (Cable Cars), with the funicular built by Zaha Hadid.
- David Chipperfield’s Kaufhaus Tyrol shopping mall, and Dominique Perrault’s Rathausgalerien shopping mall – both offering stunning design, as well as a rich mix of retail opportunities.
- ‘Architektur’ tours, which we can arrange for journalists with an interest in the built environment.

## Food and Drink

Innsbruck is a city growing in recognition for its cuisine, which combines local, national and international influences. Food tours can be arranged for journalists wanting to research further into this area.

The production of Schnapps is also a well-regarded element of the city’s food and drink culture. Farmers on the outskirts of the city grow the produce to carefully blend into this drink to capture the unique aroma and natural scent of sun-ripened fruits from the region. Again, we can organise tours for journalists desiring to know more about this fascinating subject.

Coffeehouse culture - visitors can enjoy the coffeehouse experience in a string of delightful cafes across the city. A ‘behind the scenes’ tour can be organised for members of the press.

Innsbruck is also developing a reputation as the city of the Sunday Brunch with a network of hotels, cafes and restaurants across the city offering inspiring menus – often with musical accompaniment.

## Other Attractions

The Innsbruck Alpine Zoo – located at 750m high and featuring the unique fauna of the European Alpine region with more than 2,000 animals and 150 species.

Health and wellness – a clutch of established and new hotels and wellbeing venues put the city in pole position to help visitors focus on quality of life.

Nattersee – who needs the beach with a delightful lake on one’s doorstep, surrounded by mountains and a range of activities for all to enjoy on the water?





## Media Contacts

Innsbruck Tourismus has a UK agency, Shepherd PR, on hand to respond to media enquiries, provide high resolution images and give background and insight into the city's attractions and its surrounding holiday villages.

The main contacts are;



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