

INFORMATION FOR UK PRINT, BROADCAST AND DIGITAL
JOURNALISTS ABOUT THE CAPITAL OF THE ALPS, INNSBRUCK.

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ABOUT INNSBRUCK



A city encircled 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, Innsbruck and its surrounding villages and valleys has a strong all-seasons sporting pedigree.

Visitors can be in the heart of the city in several hours after departing from airports across the UK, with flights throughout the seasons from major airports.



And an exceptional public transport system, including regular buses and trams, and even cable cars, is on hand to help guests to easily navigate the city and surrounding regions.

The Innsbruck Welcome Card continues this benefit of connectivity, unlocking discounts to sights and attractions across the region, a free guided programme and free public transport.

Innsbruck is already a favourite flight destination for skiers.

And whatever the season, 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.



In short, Innsbruck and its surrounding villages and valleys offers journalists looking for unique news and features for print, broadcast and digital channels a unique and stimulating destination.

ATTRACTIONS AND FORTHCOMING EVENTS IN 2022/2023



Whatever the season, journalists can experience the variety of Innsbruck.

SOARING MOUNTAINS, STUNNING CITY - THE PREMIER SKI DESTINATION

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 offers opportunities including:

The SKI plus CITY pass Stubai – Innsbruck is a world first, combining snowy fun on the slopes with vibrant city flair. The variety offers journalists a wealth of story material to tap into.

The pass includes skiing, snowboarding, tobogganing, swimming, culture, shopping and sightseeing – all with just one ticket. There's the choice of 13 ski resorts around Innsbruck and along the Stubai Valley with a total of 308 kilometres of pistes and 111 lifts and cable cars, as well as three swimming pools and 22 city adventures in the greater Innsbruck area. Skiing is open until April and there's the chance to enjoy a later season into May at the Stubai glacier. The pass also includes use of selected public transport routes, with a free ski bus and the Hop on-Hop off Bus Sightseer included too.

Other highlights include:

- Short transfer times to get on the slopes from the airport.
- The opportunity to tackle a different slope everyday with public transport linking the city to the mountains and the free ski bus service from the city to all nine ski areas.
- Top-quality selection of skate/snowboard/BMX parks, pipes and events including shredding at Austria's largest superpipe in Kühtai, one of Innsbruck's surrounding villages, and at Nordkette's Skyline Park.
- Relax in an outdoor chilling bar with the panorama of the Innsbruck cityscape below at the stunning Nordkette mountain.
- Competitions including the annual Four Hills Ski Jump Tournament – the city's hot ticket at the Bergisel Ski Jump Tournament.
- Ski in, ski out and ski free at Kühtai. At an altitude of 2,020 metres, the ski season will be starting at this resort at the beginning of December. Check in for three nights or more at one of our partner establishments between 2 and 23 December 2022 to get a free ski pass for the slopes. The lifts and slopes are just a few steps from each hotel.
- Tobogganing and Cross-Country Skiing throughout the region.





OTHER WINTER EXPERIENCES

The great thing about Innsbruck is that it offers variety in winter sports. Our guided winter activity programme offers snowshoe excursions and winter walks, cross-country skiing trips and ski safaris for beginners, letting visitors experience unspoilt winter landscapes. Best of all, the winter activity programme is included in the free Welcome Card for guests.

CHRISTMAS MARKETS

Another cornerstone of the winter experience in Innsbruck is its seven stunning Christmas markets, running from November into January (location dependent).

The snow-capped mountains, roasted chestnuts and mulled wine provide a stunning atmosphere that is unique to behold. The tall Christmas tree in front of the Golden Roof and the market stalls of the seven Christmas markets, each feature specialities and delicacies.

This year the LUMAGICA Innsbruck, the Light Park in the Imperial Gardens, provides a magical light display, offering a captivating festive experience.





SPORTING OPPORTUNITIES

In Innsbruck and its surrounding villages and valleys, biking is becoming as popular as skiing. Significant investment in facilities is placing the city region centre-stage for cyclists and bikers of all abilities. There are other options too, and highlights include:

- 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.
- The host city for competitions including the Crankworx World Tour mountain biking festival in June.
- The Bikepark Innsbruck offering a range of jumps, obstacles, steep curves and rough tracks in the western villages, including the Muttereralm Trail and the Götzner Trail, which provides a perfect location for families and beginners. For younger ones, the practice site at the children's area at Muttereralm 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.
- Kletterzentrum Innsbruck is the place to go, for those interested in climbing. It's one of the world's most modern and largest climbing centres.
- Adventure sports such as paragliding, rafting and canyoning.
- A wide range of options for climbers.
- Golfing courses throughout the region – all with breath taking views.

HIKING

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).

The new Innsbruck Trek offers a week's hiking, led by certified mountain guides from the Innsbruck Alpine School. Everything is taken care of, including luggage, and there are two different levels of difficulty available each day.





OUTDOOR SWIMMING

The Innsbruck region's stunning natural lakes provide the perfect opportunity for fans of outdoor swimming to enjoy their sport and sample the unique culture surrounding the Capital of the Alps.

Some mountain lakes reach up to 27 degrees in the summer and offer visitors the experience to swim in a picturesque setting, close to nature, against a backdrop of mountain views.

Purpose-built facilities including changing and sunbathing lawns, as well as cafes on the shoreline, add further compelling reasons to take a dip, while easy access is assured through Innsbruck's excellent public transport system.

Three popular locations include Lake Lans, (Lanser See), Natters Lake, (Nattersee) and Lake Mieming (Mieminger Badesee).

MUSICAL INFLUENCES

The unique Innsbruck Promenade Concerts are an absolute "must hear" during the summer. In the ambience provided by the inner courtyard of the Imperial Palace, famous orchestras from different nations come together for one month to inspire

locals and visitors alike in a series of first-class open-air concerts. Performers include international orchestras (military and non-military), brass wind ensembles, brass bands, big bands and symphony orchestras.

Another world-renowned event is the Innsbruck Festival of Early Music, held at picture postcard locations in around the city, including Ambras Castle and the Hofburg Imperial Palace. One of Europe's most renowned festivals of Baroque music, with Renaissance and Baroque music, they offer listeners exceptional musical experiences of the very highest quality.

There's also the chance to experience a North American 'Southern States' ambience in the heart of the Alps with the New Orleans Festival, where well-known stars from the US jazz scene meet local acts in the Alpine city atmosphere.

FURTHER HIGHLIGHTS



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 Bergisel Olympic Ski Jump, Nordkettenbahnen (cable cars) and the funicular railway – all designed by the late architect 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 wishing to know more about this fascinating subject.

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.

The award-winning Mutttereralm mountain is a superb location for all the family and an excellent biking centre. It's also home to Mountain Karts, one of the top attractions at the destination, which is located just outside of Innsbruck.

Users can decide to go fast or slow as they follow the dedicated 5 km long mountain cart track down into the valley. Great fun for all!



MEDIA CONTACTS

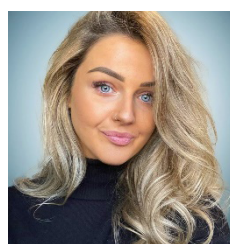
Innsbruck Tourismus has a UK agency, Shepherd PR, on hand to respond to media enquiries, provide high resolution images and give background and insight into the city's attractions and its surrounding holiday villages.



Primary contact

Jane Shepherd
PR Director

email: jane@shepherd-pr.com
phone: +44 (0)1538 308 685
mobile: +44 (0)7985 129 315



Maya Ings

Senior PR Account Executive

email: maya@shepherd-pr.com
phone: +44 (0)1538 308 685



Colette Verra
Markets & Media

Innsbruck Tourismus
email: c.verra@innsbruck.info



Hannah Kiddle

Senior PR Account Executive

email: hannah@shepherd-pr.com
phone: +44 (0)1538 308 685