

1 Good to know

1.1 Tourism Boards	Long distance hiking MTB Climbing Families			
	Towns and villages in this region	Telephone number & e-mail address	Webseite	Region good for
1	Achensee Tourismus	Achenkirch, Maurach, Pertisau, Steinberg am Rofan	+43.5246.5300-0 info@achensee.com	www.achensee.com
2	Alpbachtal	Alpbach, Brandenberg, Breitenbach am Inn, Bräzlegg, Kramsach, Kundl, Münster, Radfeld, Rattenberg, Reith im Alpbachtal	+43.5337.21200 info@alpbachtal.at	www.alpbachtal.at
3	Erste Ferienregion im Zillertal	Aschau, Bruck am Ziller, Fügen, Fügenberg, Gerles, Hart, Hippach, Hochfügen, Kaltenbach, Ried im Zillertal, Schlitters, Strass, Stumm, Stummerberg, Uderns	+43.5288.62362 info@best-of-zillertal.at	www.best-of-zillertal.at
4	Ferienregion Imst	Imst, Imsterberg, Karres, Karrösten, Mils bei Imst, Nassereth, Koppen, Schönwies, Tarrenz	+43.5412.6910-0 info@imst.at	www.imst.at
5	Ferienregion Tirol West	Fließ, Grins, Landeck, Stanz bei Landeck, Tobadill, Zams	+43.5442.65600 info@tirolwest.at	www.tirolwest.at
6	Region Innsbruck	Aldrans, Ampass, Axams, Birgitz, Flauring, Götzens, Gries im Sellrain, Grinzens, Harting, Igls, Immenberg, Inzing, Kenauers in Tirol, Kühtai, Lans, Mieming, Mötz, Mutters, Natters, Oberhofen im Inntal, Oberperfor, Obsteig, Patsch, Pettau, Pfaffenhofen, Polling in Tirol, Ragnan, Rietz, Rinn, Rum, Sellrain, Silz, Sistrans, St. Sigmund im Sellrain, Stams, Telfs, Unterperfor, Völs, Wildermieming, Zirl	+43.512.5356-0 info@innsbruck.info	www.innsbruck.info
7	Kaiserwinkl	Kössen, Rettenbach, Schwendt, Walchsee	+43.501.100 info@kaiserwinkl.com	www.kaiserwinkl.com
8	Kitzbühel Tourismus	Aurach bei Kitzbühel, Jochberg, Kitzbühel, Reith bei Kitzbühel	+43.5356.66660 info@kitzbuehel.com	www.kitzbuehel.com
9	Kitzbüheler Alpen – Brixental	Braxen im Thale, Kirchberg in Tirol, Westendorf	+43.5707.2000 info@kitzbuehel-alpen.com	www.kitzbuehel-alpen.com
10	Kitzbüheler Alpen – Hohe Salze	Angath, Angerberg, Hopfgarten im Brixental, Huter, Ketschau, Kirchbichl, Mariastein, Wörgl	+43.5707.7000 info@hohe-salze.com	www.kitzbuehel-alpen.com
11	Kitzbüheler Alpen – Pillerseetal	Fieberbrunn, Hochfilzen, St. Jakob in Haus, St. Ulrich am Pillersee, Waidring	+43.5354.56304 info@pillerseetal.at	www.kitzbuehel-alpen.com
12	Kitzbüheler Alpen – St. Johann in Tirol	Ergoldenof, Kuchdorf in Tirol, Oberndorf in Tirol, St. Johann in Tirol	+43.5352.63335-0 info@kitzralp.co	www.kitzbuehel-alpen.com
13	Kufsteinerland	Bad Haring, Ebbs, Erd, Kufstein, Langkampfen, Niederdorf, Niederdorferberg, Schwibsch, Thiersee	+43.5372.62207 info@kufstein.com	www.kufstein.com
14	Lecthal Tourismus	Bach, Ebbsenalp, Elmen, Forchach, Gramais, Hagelghe, Hiltenerbach, Holzgau, Kaisers, Pfaffers, Stanzach, Steeg, Vorderhornbach	+43.5634.5315 info@lecthal.at	www.lecthal.at
15	Mayrhofen-Hippach	Brandenberg, Glanzing, Hippach, Mayrhofen, Ramsau im Zillertal, Schwendau	+43.5285.6760 info@mayrhofen.at	www.mayrhofen.at
16	Naturparkregion Reutte	Breitenwang, Ebenbichl, Höfen, Lechachau, Musau, Pflach, Pinswang, Reutte, Vils, Wängle, Weichenbach am Lech	+43.5672.62336 info@reutte.com	www.reutte.com
17	Nauders – Tiroler Oberland – Kaunertal	Faggen, Fendels, Kaunertal, Kaunertal, Nauders, Pionz, Putz, Ried im Oberinntal, Spiss, Töses	+43.50.225.100 office@nauders-tiroler-oberland-kaunertal.com	www.nauders-tiroler-oberland-kaunertal.com
18	Olympiaregion Seefeld	Leutasch, Mösern-Buchen, Reith bei Seefeld, Scharnitz, Seefeld in Tirol	+43.50.8800 info@seefeld.com	www.seefeld.com
19	Osttirol	Ahofersbach, Ainet, Amlach, Anras, Asling, Außervillgraten, Dölsach, Gaimberg, Heinfels, Hopfgarten in Defereggien, Innersvillgraten, Iselsberg-Stronach, Kals am Großglockner, Kartitsch, Lavant, Leisach, Lienz, Matrei in Osttirol, Nöckhof, Nöckhof-Debant, Oberienz, Obertillach, Prägraten am Großvenediger, Schläiten, Sillian, St. Jakob in Defereggien, St. Johann im Walde, St. Veit in Defereggien, Strassan, Thurn, Tristach, Untertillach, Velden	+43.50.212.212 info@osttirol.com	www.osttirol.com
20	Ötztal Tourismus	Haiming, Ochseneggarten, Hochgurgl, Längenfeld, Obergurgl, Oetz, Sautens, Sölden, Umhausen, Venn	+43.57200.0 info@oetztal.com	www.oetztal.com
21	Paznaun – Ischgl	Galtür, Ischgl, Kappl, Pians, See im Paznaun	+43.50990.100 info@paznaun-ischgl.com	www.paznaun-ischgl.com
22	Pitztal	Araal im Pitztal, Jerzens im Pitztal, St. Leonhard im Pitztal, Wenas	+43.5414.86999 info@pitztal.com	www.pitztal.com
23	Region Hall-Wattens	Absam, Baumkirchen, Fritzens, Gnadenwald, Hall in Tirol, Mils bei Hall, Thaur, Tullas, Volders, Wattenberg, Wattens	+43.5223.45544-0 office@hall-wattens.at	www.hall-wattens.at
24	Serfaus-Fiss-Ladis	Fiss, Ladis, Serfaus	+43.5476.6239 info@serfaus-fiss-ladis.at	www.serfaus-fiss-ladis.at
25	Silberregion Karwendel	Buch in Tirol, Gallzein, Jenbach, Kolassa, Kolschberg, Püll, Schwaz, Stans, Terfens, Vomp, Wörgl, Wörglberg	+43.5242.63240 info@silberregion-karwendel.com	www.silberregion-karwendel.com
26	St. Anton am Arlberg	Flirsch, Pettau am Arlberg, Schnarn, St. Anton am Arlberg, St. Christoph am Arlberg, Strengen	+43.5446.22690 info@stantonamarlberg.com	www.stantonamarlberg.com
27	Stubai Tirol	Fulpmes im Stubaital, Mieders, Neustift im Stubaital, Schönbach, Schönbach, Teles im Stubaital	+43.501.881-0 info@stubaial.at	www.stubaial.at
28	Tannheimer Tal	Grän, Jungbölz, Nesselwängle, Schattwald, Tannheim, Zöblen	+43.5675.6220-0 info@tannheimer-tal.com	www.tannheimer-tal.com
29	Tiroler Zugspitz Arena	Berwang, Biberswier, Büchlach, Ehrwald, Hietzenwang, Jermsau, Namsos	+43.5673.20000 info@zugspitzarena.com	www.zugspitzarena.com
30	Tux-Finkenberg	Finkenberg, Tux	+43.5287.8506 info@tux.at	www.tux.at
31	Wilder Kaiser	Ellmau, Going am Wilden Kaiser, Scheffau am Wilden Kaiser, Söll	+43.50509 office@wilderkaiser.info	www.wilderkaiser.info
32	Wildschönau Tourismus	Auffach, Niederau, Oberau, Thierbach	+43.5339.8255 info@wildschonau.com	www.wildschonau.com
33	Wipptal	Gries am Brenner, Gschnitz, Matrei am Brenner, Mühlbachl, Navis, Obernberg am Brenner, Pionz, Schmirn, St. Jakob am Brenner, Steinbach am Brenner, Tiro, Vals	+43.5272.6270 tourismus@wipptal.at	www.wipptal.at
34	Zillertal Arena	Gerlos, Gerlosberg, Haimenberg, Rohrbach, Zell am Ziller, Zellberg	+43.5282.7165-226 info@zillertalarena.com	www.zillertalarena.com

1.2 Travelling to Tirol

ARRIVING BY TRAIN

International InterCity trains run by the **ÖBB (Austrian Federal Railways)** are a comfortable way to get to Tirol. The central train station in Innsbruck serves as an important hub and so do the stations at the entrances to the valleys. Several regions, like Kitzbühel, Seefeld, St. Anton, Zillertal and the Kitzbühel Alps including St. Johann in Tirol, Kirchberg and Westendorf, have direct train connections. For the final leg of your journey we recommend using the "Bahnhofshuttle Tirol". This shuttle service, which can be booked 72 hours before departure, is operated by the company Four Seasons Travel. It picks you up from the railway station and takes you to your accommodation. Luggage (two suitcases per passenger) and one bicycle are included in the price.

ARRIVING BY CAR

The A12 Inntalautobahn is the most important motorway in North Tirol and gives access to many towns and villages in the region. Travellers coming from **Germany** can access the Inntalautobahn via the A93 at Kiefersfelden, those coming from **Italy** via the Brenner Pass and those

coming from **Switzerland** via St. Anton am Arlberg. Drivers using Austrian motorways must pay a toll charge. **Toll stickers (Vignetten)** can be bought from Austrian automobile associations as well as at petrol stations and border crossings. For short stays a ten-day toll sticker is sufficient. There are also two-month and one-year toll stickers for visitors who plan to stay in Tirol for longer.

ARRIVING BY AIR

Innsbruck-Kranebitten airport is served daily by a number of international airlines and is well-connected with the most important European air transport hubs of Amsterdam, Frankfurt, London, Manchester, Berlin and Vienna. Both large airlines such as British Airways, Lufthansa and Austrian Airlines as well as low-cost airlines such as easyJet, jet2.com and Transavia fly to Innsbruck-Kranebitten. Alternatively, visitors can fly to Munich, Memmingen, Zurich or Salzburg. Exclusive or shared transfers operated by "Taxi Tirol", as well as car hire companies, are available to make the final journey to your destination.

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Contact

Do you have any questions? Want some tips and ideas for your holiday in Tirol? Interested in media reports or a fan of spectacular photography?

Then get in touch with us! Many digital and analogue roads lead to Tirol.

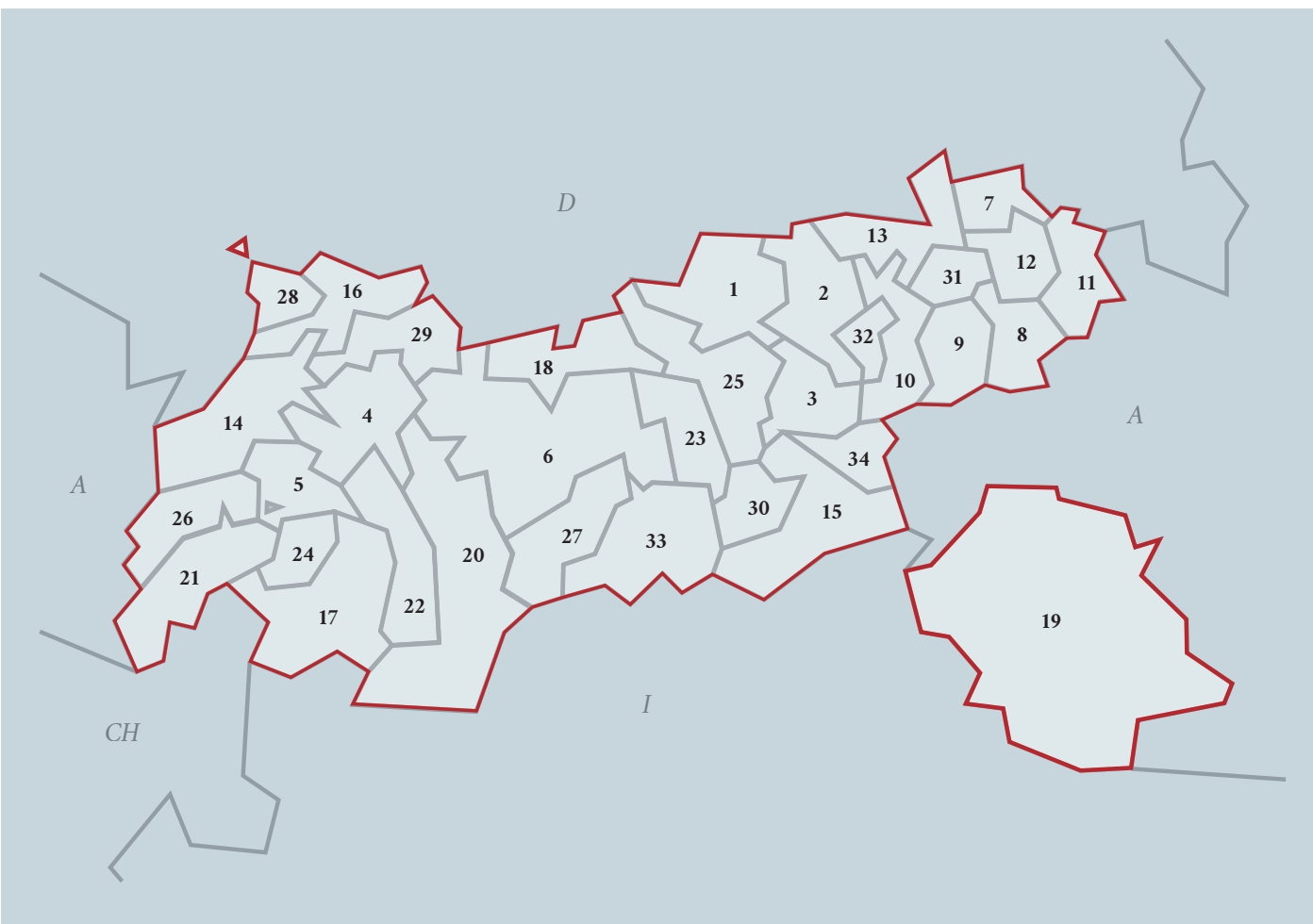
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2 Region & people

2.1 Tirol's Mountains

Tirol is a land of mountains, home to more than 500 summits over 3,000 metres. The northern part of Tirol is dominated by the **Northern Limestone Alps**, which include the Wetterstein and Kaiser Mountains, the Brandenberg and Lechtal Alps, the Karwendel Mountains and the Mieming Mountains. The **Southern Limestone Alps** run along the borders with Carinthia and Italy. They comprise the Carnic and Gailtal Alps as well as the Lienz Dolomites. The Limestone Alps were formed long ago by sediments of an ancient ocean. As the Earth's tectonic plates began to shift and push up against each other around 100 million years ago, they formed these mountains – a little like a snowplough pushing together snow into a pile. This is why the summits of the Northern Limestone Alps are so rutted and the rock faces so craggy. Between the two sets of Limestone Alps there are the Central Eastern Alps, also known in Tirol simply as the **Central Alps**. Mostly made of gneiss and slate, they include the Zillertal, Kitzbühel and Stubai Alps as well as the Hohe Tauern, Silvretta and Samnaun and Verwall Mountains. Tirol's highest mountain, the Großglockner (3,798m), is also Austria's highest mountain. It straddles the border between East Tirol and the neighbouring province of Carinthia. The second-highest mountain in Austria is the highest mountain in North Tirol: the Wildspitze (3,768m).

2.2 Geography

Almost 740,000 people live in Tirol. With a total area of more than 12,000 square kilometres, Tirol is the third-largest province in Austria – and relatively sparsely populated. Just 12% of the area is taken up by permanent settlements, while two thirds are covered by mountains and forests. The regional capital **Innsbruck** is home to around 133,000 people and is first mentioned in documents from the year 1187. The second-largest town is **Kufstein** with a population of around 19,500. It is believed that the area around Kufstein was home to the earliest settlement in Tirol, dating back around 30,000 years. The third-largest town is **Telfs** with 16,000 residents. Tirol borders the German region of Bavaria to the north and the Swiss canton of Graubünden as well as the Italian provinces of Bolzano and Belluno to the south. Neighbouring provinces within Austria are Vorarlberg to the west and Carinthia and Salzburg to the east. The province of Salzburg divides Tirol into two parts: North Tirol (the main region around the Inn Valley) and Osttirol (of which the largest town is Lienz).

2.3 Food & Drink



Tirol is a great place for foodies. From traditional dishes in mountain huts to haute cuisine in elegant restaurants, the region has something for all tastes – literally! More than 120 restaurants and guesthouses in the region have received the **Tiroler Wirtshaus** seal of approval in recognition of their excellent food and welcoming atmosphere. Wherever you choose to eat, you are likely to come across a number of local specialties served either in traditional style or with a modern twist. **Dumplings** are a popular dish which exist in many varieties such as bacon dumplings, spinach dumplings and cheese dumplings. **Schlutzkrapfen**, also known as **Schlipfkrapfen**, are small pockets of dough filled with finely mashed potato and served with chives and melted butter. **Kiachl** are circles of yeast dough filled with either sauerkraut or cranberry jam and icing sugar. **Distilling schnapps** is another tradition which dates back hundreds of years, with more than 4000 places in Tirol owning a distilling license. Schnapps made in Tirol regularly receives prizes at national and international competitions. **Beer** is traditionally bottom-fermented like in Bavaria. Tirol has a number of local breweries such as Huberbräu in St. Johann, the Brauerei Schloss Starkenberg in Tarrenz and Zillertal Bier in Zell am Ziller. Beer is traditionally served in half-litre glasses known as "Krugeln". There is also the option of a "Pfiff", which is just 0.2 litres. Even more natural, but no less delicious for it, is **Tirol's mountain spring water**, which can be enjoyed from the tap or, even better, fresh from the source.

A large region, but only sparsely populated

Contact

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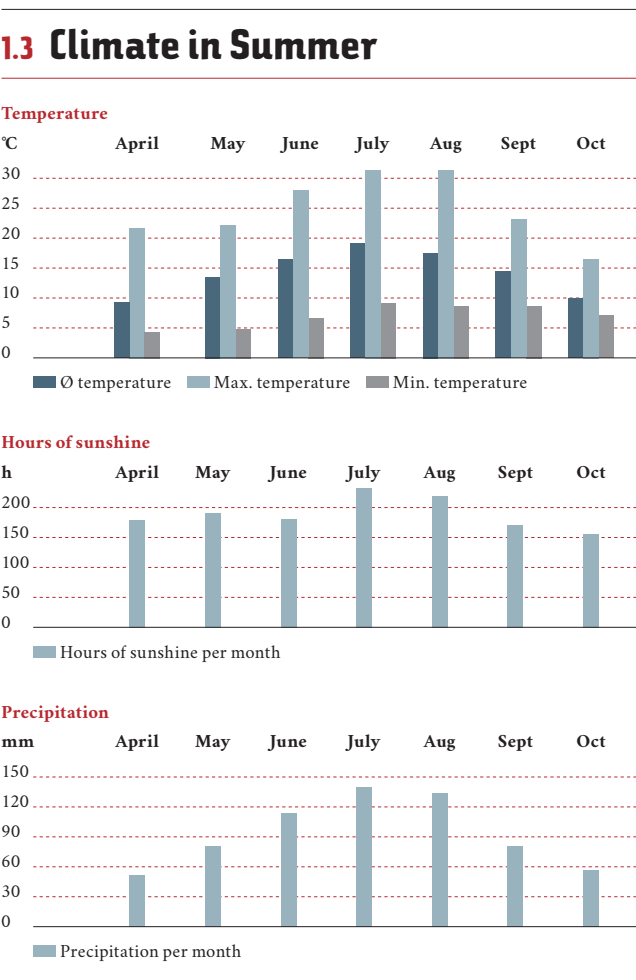
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2.4 History

The first settlers arrived in Tirol in early times. Spearheads carved from the bones of cave-dwelling bears indicate that the region's earliest settlements date back to the Stone Age, around 30,000 BC. The famous ice mummy **Ötzi** is around 5300 years old. In the year 15 BC the Romans captured Tirol and transformed the paths leading over the mountain passes into roads. The region later came under the influence of the Bavarians. The **Counts of Tirol**, who gave the region its name, used its position of geopolitical importance to make Tirol a centre of power at the heart of Europe.

In 1363 control passed to the Habsburgs. In 1805 Austria lost the war against France and was forced by Napoleon to return Tirol to the Bavarians. However, rises in taxes and the introduction of a mandatory military service for young men from Tirol caused an uprising in 1809. Led by **Andreas Hofer**, local troops tried to drive the Bavarians out of Tirol. They were initially unsuccessful, but in 1814 – after the end of Napoleon's rule – Tirol was returned to Austria. After the First World War, the section of Tirol south of the Brenner Pass was given to Italy. Welschtirol, as the region was known, became Trentino, while North and East Tirol became the Austrian province known today as Tirol.

2.5 Language and Culture

Tirol's geographical situation with its many remote valleys means that a large number of different dialects have developed in the region. Until the Middle Ages the inhabitants of the Stubaital Valley spoke **Romansch**, while those living in neighbouring valleys spoke dialects strongly influenced by the dialects used in Bavaria. Even today, many people in the Ötztal Valley speak a dialect which sounds half-Romansch and half-Bavarian. In the **Außerfern** area of Tirol the dialect has a definite **Alemannic** touch, similar to the dialects spoken over the border in the German regions of Swabia and Bavaria. This is a result of the proximity of Außerfern to the Allgäu region in Bavaria. However, when it comes to the number of speakers **Standard Tirolean** is the most spoken dialect in Tirol. This is commonly found in Innsbruck and has adopted some elements from Standard High German. As with many other alpine populations, the Tiroleans have a strong bond to their native region. In Tirol there are 279 municipalities – and 300 local brass bands – and numerous other huts and restaurants in the mountains. Many cable cars also operate in summer. Twenty of them have received the "Beste Österreichische Sommer-Bergbahnen" award in recognition of their excellent service and numerous nearby attractions and activities.

Mix of Dialects: Bavarian, Alemannic, Romansch

with 15,000 members. Many towns and villages hold Easter markets or palm processions. One of the annual highlights is the "Herz-Jesu-Feuer", when fires in the shape of crosses and other religious symbols are lit on the 3rd Sunday after Whit-sun. At the end of summer many villages organise traditional cattle drives where cows, sheep and goats decorated with flowers are brought down from the high mountain pastures into the valley ready for winter.



3 Sports & activities

3.1 Hiking

What's the best way to get to know a region and its people? The answer to this question has been the same for thousands of years: on foot. With a network of trails spanning almost 24,000km, Tirol is the perfect place to explore at walking pace. For a little perspective, the distance from Innsbruck to New York is 'only' 6,500km. Among the most attractive trails in Tirol is the **Eagle Walk**, which takes its name from the fact that all the stages of the hike together form the shape of an eagle, the symbol of Tirol. In North Tirol the Eagle Walk comprises 24 stages from St. Johann in the east to St. Christoph am Arlberg, while the section in East Tirol has 9 stages between Ströden and Kals am Großglockner. The Eagle Walk is one of Tirol's six "**Great Walks**". Selected by a panel of experts, these long-distance hikes from hut to hut represent the very best of hiking in the region and have been chosen for their spectacular scenery, excellent infrastructure and well-maintained huts. As well as these multi-day hikes there are, of course, plenty of shorter walks in Tirol which take half a day or a day to complete. Dotted across Tirol are around 170 **huts run by the Alpine Association** as well as numerous other huts and restaurants in the mountains. Many cable cars also operate in summer. Twenty of them have received the "Beste Österreichische Sommer-Bergbahnen" award in recognition of their excellent service and numerous nearby attractions and activities.

3.2 Mountainbiking

High-speed descents can be found in Tirol all year round – from ski pistes in winter to mountainbike trails in summer. With about 6000km of official routes, Tirol is a haven for two-wheeled adventures. The **Bike Trail Tirol** is the longest circular trail in the Alps and comprises 32 individual stages, while the **Tirol Mountain Bike Safari** is shorter but no less thrilling with its 16 stages and 780km. Cable cars are used for around half the climbs on the Tirol Mountain Bike Safari. **Singletrack** enthusiasts will find about 300km of adrenaline-pumping downhill trails, with more being built each year. Hotspots include Sölden, Nauders, Kirchberg, the area around the Zugspitze mountain, Innsbruck and surroundings as well as Zell-Geisles. With so many options to choose from, riders will have a hard time deciding where to start! That's why we asked a panel of trailriding experts to choose five "**Great Trails**" – these are the most popular singletrack trails in Tirol and represent the very best of trailriding in the region.

3.3 Rafting, Kajak, Canyoning

Where there are mountains there are also canyons. It is little surprise, then, that Tirol is considered a hotspot for many sports based in, on and around water. The wild **Imster Schlucht** canyon is one of the most well-known rafting places in Europe. The same goes for the **Ötztaler Ache** river between Oetz and Haiming, which hosts the "Sickline" Extreme Kayak World Championship once a year. All in all there are around 120km of rafting and kayaking in Tirol. Another sport which has become more and more popular in recent years is canyoning. Secured with a rope, participants follow the flow of the water through a narrow canyon by slipping, sliding, climbing and jumping. One of the most popular canyoning destinations in Tirol is the **Auerkamm gorge** near Tuxegg in the Ötztal Valley.

3.4 Cycling

For those who like to take things easy on two wheels, Tirol offers more than 1000km of cycle paths connecting the region's towns and villages. The **Inn Cycle Path**, for example, measures 230km in length and leads in five stages through Tirol from east to west. Riders pass stunning alpine landscapes, pretty towns and villages as well as mighty fortresses and churches. Many parts of Tirol offer visitors the chance to hire an **electric-powered bike**. Indeed, in the Silvretta mountains of the Paznauntal Valley riders can hire and re-charge these state-of-the-art machines at up to 2,200 metres above sea level. **Roadbike** riders can look forward to exploring 3,800 kilometres of roads, including the famously steep Kitzbüheler Horn which measures 10km in length and has a maximum gradient of more than 22%. That is by no means the only superlative among the "**Great Rides**". This selection of ten roadbike rides throughout Tirol has been put together by a panel of cycling experts. As diverse as they are, the rides all have three things in common: lots of climbing, fabulous views and high-speed descents. Proof, if any were needed, that Tirol is a haven for cyclists can be found in the fact that the region hosted the **UCI Road World Championships** in 2018 and was awarded with the title UCI Bike Region afterwards.

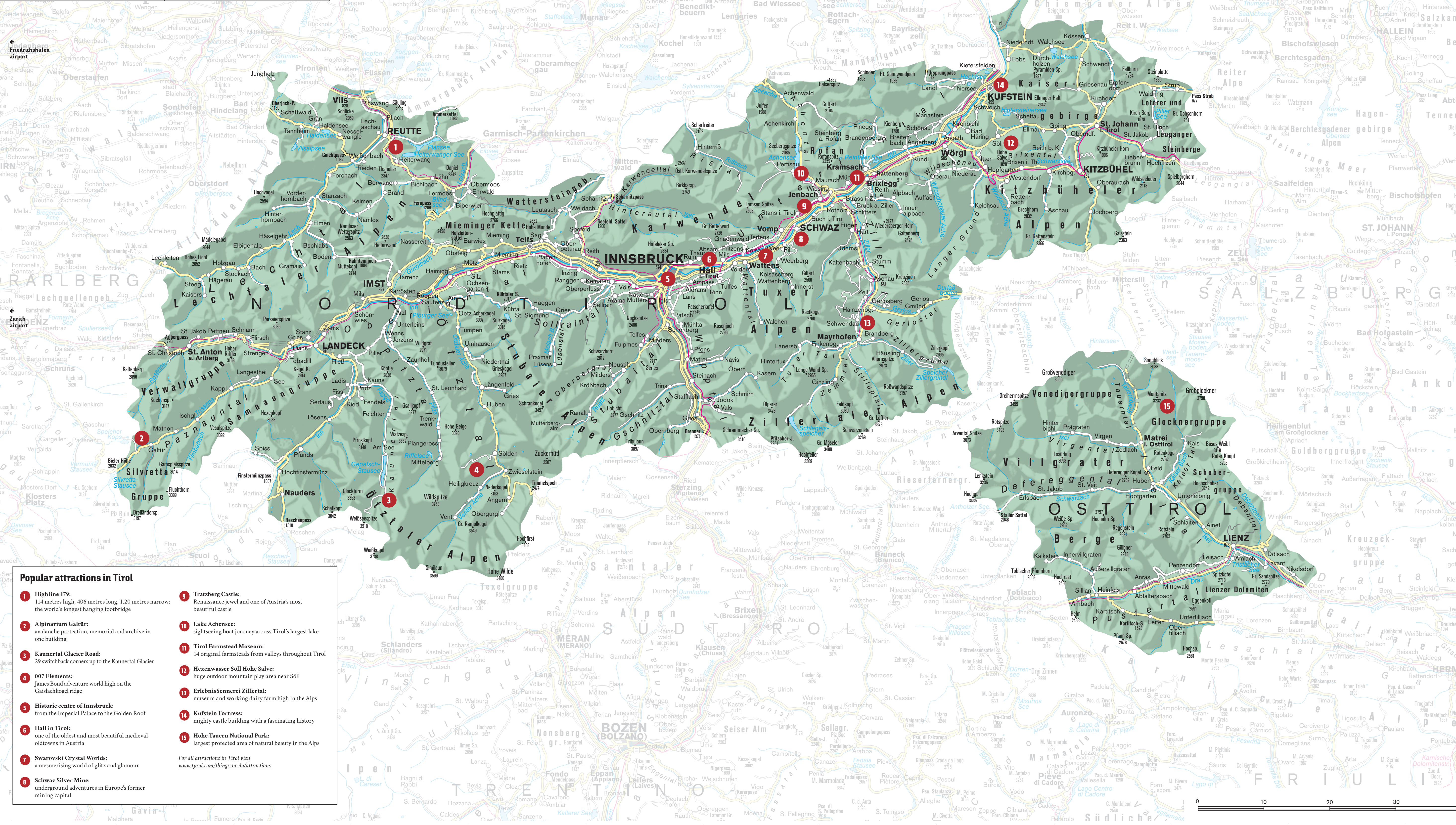
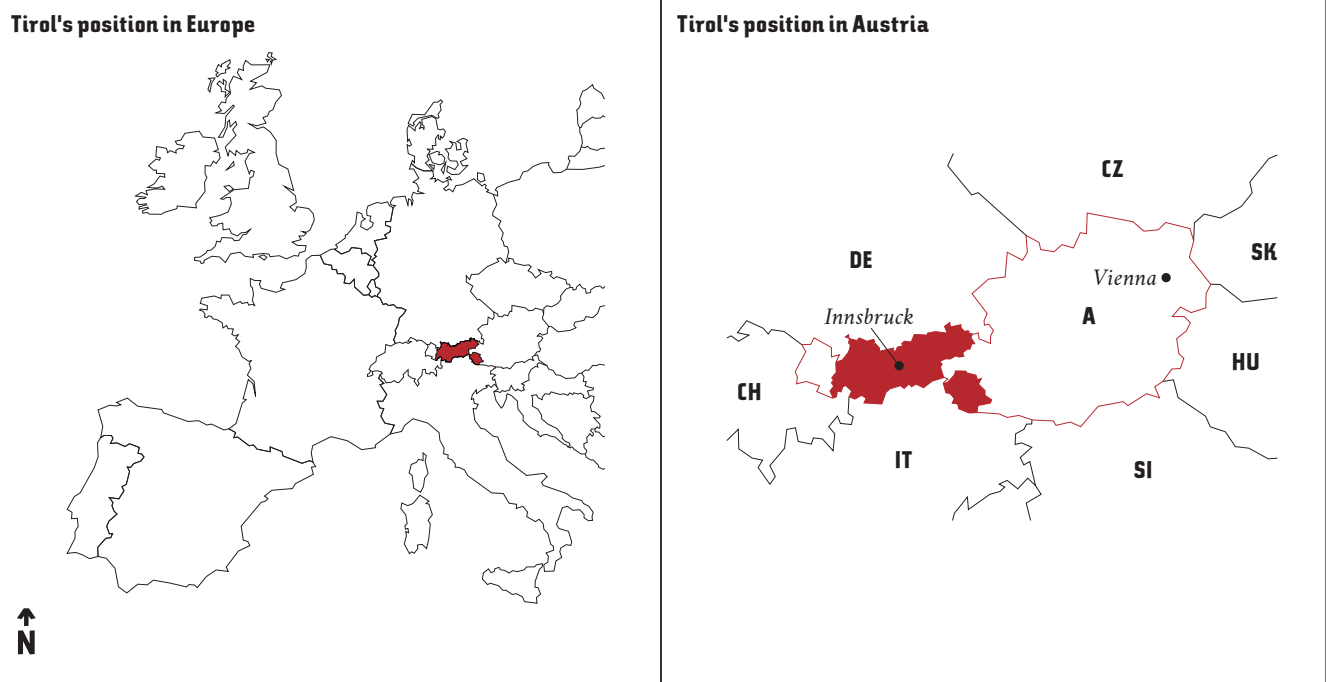
3.5 Climbing

Fancy an adventure? Sixteen regions in Tirol have joined forces to form **Climbers Paradise Tirol**, a shared platform with a huge selection of rock climbing options. The crème de la crème of rock climbing routes have made it into our "**Great Lines**" selection, which brings together the five best rock climbing spots in the region. Among those you find legendary locations such as the **Wilder Kaiser Mountains**, one of the best-known and most traditional climbing spots in the Alps. These rocks are home to much climbing, including sport climbs, multi-pitch routes and fixed-rope via ferrata climbing trails. "Open Air" and "Weike Rose" at the **Schleierwasserfall** waterfall are both rated 9a+, making them two of the most difficult climbs in the world. The climbing areas in Achleiten, Multerkarwand and Wilderer Kanzel offer pitches rated between 3 and 8c+. The **Rofan Mountains** overlooking Lake Achensee also have many climbing routes and via ferratas for a range of ages and abilities, including families. Boulders will enjoy **Mandlers Boden** in the Pitztal Valley as well as the Silvapark area at the foot of the Balluspitze mountain in Galtür. There, the high altitude ensures cool temperatures in summer, while climbers of all abilities – including families – will find a wide range of boulder problems. Families will also enjoy the rock climbing area at Oberried in Längenfeld. The huge popularity of rock climbing these days could be witnessed at the 2018 IFSC **Climbing World Championships** in Innsbruck.



The best way to explore a region? On foot!





Popular attractions in Tirol

- 1** Highline 179: 114 metres high, 406 metres long, 1.20 metres narrow: the world's longest hanging footbridge

2 Alpinarium Galtür: avalanche protection, memorial and archive in one building

3 Kautner Glacier Road: 29 switchback corners up to the Kautner Glacier

4 007 Elements: James Bond adventure world high on the Gaislachkogel ridge

5 Historic centre of Innsbruck: from the Imperial Palace to the Golden Roof

6 Hall in Tirol: one of the oldest and most beautiful medieval oldtowns in Austria

7 Swarovski Crystal Worlds: a mesmerising world of glitz and glamour

8 Schwaz Silver Mine: underground adventures in Europe's former mining capital

9 Tratzberg Castle: Renaissance jewel and one of Austria's most beautiful castle

10 Lake Achensee: sightseeing boat journey across Tirol's largest lake

11 Tirol Farmstead Museum: 14 original farmsteads from valleys throughout Tirol

12 Hexenwasser Söll Hohe Salve: huge outdoor mountain play area near Söll

13 ErlebnisSennerei Zillertal: museum and working dairy farm high in the Alps

14 Kufstein Fortress: mighty castle building with a fascinating history

15 Hohe Tauern National Park: largest protected area of natural beauty in the Alps
- For all attractions in Tirol visit www.tirol.com/things-to-do/attractions