



**Tirol**

Austria

# WHERE WILL YOUR HEART TAKE YOU

*Experience winter in the heart of the Alps*

# Tirol / Heart of the Alps

Winter in the Austrian Tirol is a magic time of year. A region made up of sky-piercing peaks, picture-postcard villages and deep alpine valleys, it's dotted with unique experiences that everyone will enjoy. Skiers and snowboarders are spoilt for choice with more than hundred resorts offering slopes for beginners, families, intermediates and experts alike. Choose from thriving après-ski spots, vibrant mountain lifestyle, incredible shopping opportunities and quaint mountain villages – Tirol has it all. Looking for some inspiration? Here are seven of the very best winter hotspots in the Tirol.

## Discover Tirol's heartbeat moments

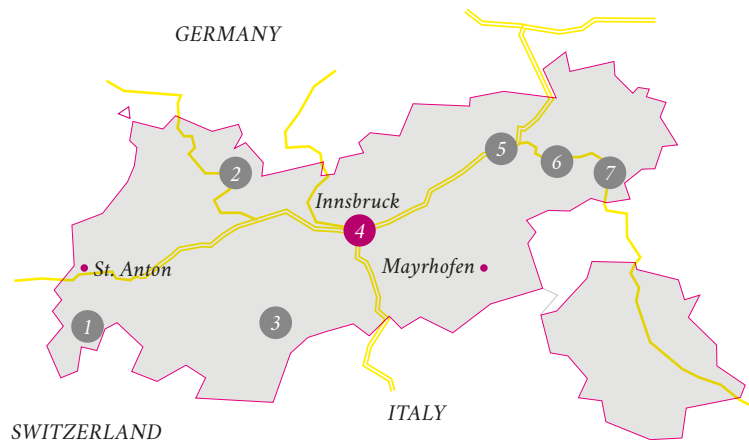
Do you know that feeling when you're doing something so special – experiencing somewhere so rare and amazing – that your senses overload and your heart starts thumping in your chest? You could be on the top of a mountain, taking in the sunset or skiing down your favourite run with perfect snow under your feet. Then, all of a sudden, everything just slows down, and you want to hold on to that moment forever.

*It's a sensation that happens quite a lot in the Tirol. That's why we asked seven Tirol locals to share their heartbeat moments. To read the full story and for more information on any of the ski resorts in this booklet, look at Tirol's website: [www.visittirol.co.uk](http://www.visittirol.co.uk).*

*Use our at-a-glance guide at the top of each page to find the ideal region for you:*

**F** - Family **L** - Lifestyle **A** - Après-ski  
**S** - Shopping **H** - Hidden Gem

 **A u s t r i a**  
arrive  
and revive



- 1 Ischgl:** Impressive skiing meets lively après-ski
- 2 Zugspitz Arena:** Explore an untouched gem
- 3 Ötztal Valley:** Discover a snow-sure valley
- 4 Innsbruck:** A city break with a snowy twist
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- 6 SkiWelt:** Mile after mile of stunning slopes
- 7 Kitzbühel:** Sporting tradition and modern lifestyle

## High-altitude skiing meets world-class après-ski

With a six-month season, lifts reaching 2,800 m and a buzzing après-ski scene, Ischgl is the perfect resort for skiers looking for both reliable snow and a sparkling lifestyle. 238 km of slopes make up the Silvretta Arena, which connects Ischgl with the Swiss duty-free town of Samnaun and includes the 35.7km gold smugglers circuit, one of the longest of its kind in the world. The fun carries on down in Ischgl's beating centre, where the streets are filled with high-class shopping, vibrant bars and top-rated restaurants. It's a unique place; an Alpine metropolis where mountains and lifestyle go hand in hand.

© TVB Paznaun-Ischgl

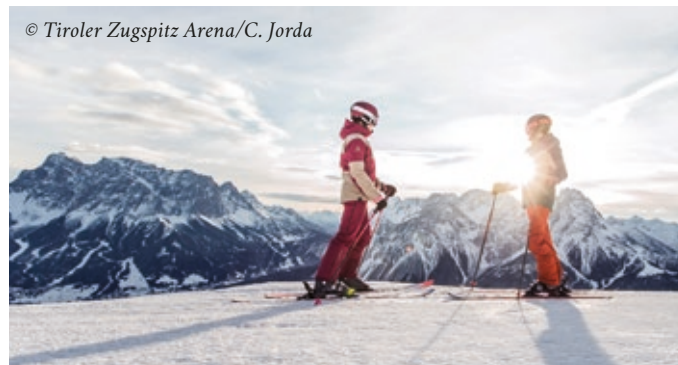


My heartbeat moment: "Entering the atmosphere-filled village of Ischgl, my heart starts to thump. It makes me feel like I've escaped the grey of everyday life and entered a different world." *Andreas Steibl*

## A hidden gem waiting to be discovered

Six charm-filled ski areas make up the Zugspitz Arena, an unspoilt region. Experience family-friendly pistes at Ehrwalder Alm, enjoy the view to Zugspitze from Grubigstein in Lermoos, try the connected skiing areas of Berwang and Bichlbach, discover treelined runs at Wetterstein and untouched pistes in Biberwier. You can even pop over the border to ski German resorts, which are included in the region's Top Snow Card. Evenings are just as thrilling, with an action-packed programme the whole family will adore – think atmospheric ski shows, floodlit tobogganing and rides on a piste basher.

© Tiroler Zugspitz Arena/C. Jorda



My heartbeat moment: "Being the first person on the slopes of Lermoos with the First Tracks programme, watching the sun rising and touching the mountains." *Birgit Linder*

## Snowsured skiing in Sölden and Obergurgl-Hochgurgl

Home to a lively après-ski scene, 144 km of skiing and autumn and spring glacier skiing, Sölden, the biggest ski resort in the Ötztal, ticks a lot of boxes. The snow is so reliable here that it plays host to the AUDI FIS Alpine Ski World Cup Opening on Rettenbach Glacier every October, and the party doesn't let up until the following May. Be sure to also visit the iceQ restaurant, star of the James Bond hit Spectre. Ski passes are also valid in Obergurgl-Hochgurgl, a snowy gem of a resort further up the valley. Together, they boast 254 km of snow-sure skiing in one of the most scenic spots in the Alps.

© Ötztal Tourismus, Rudi Wyhlidal / ice Q



My heartbeat moment: "Relaxing in the outdoor pool at the Aqua Dome thermal bath and taking in the clear, starry sky after a wonderful day of skiing." *Nicole Jäger*

## A city break with a snowy twist

There are few places in the world like Innsbruck. The capital of Tirol is known for its historic architecture, exciting events and culture-packed museums. But it's also at the centre of a 300 km ski area, with the nine ski areas of the Olympia Ski World all within easy reach. Spend your morning exploring the city and your afternoon cruising down Patscherkofel, Stubai or Axamer Lizum. Families should look no further than the resort of Kühtai: the highest-altitude ski village in Austria offers convenient doorstep skiing, excellent childcare facilities and snow-sure slopes all winter long.

© Innsbruck Tourismus



My heartbeat moment: "Heading up the Nordkette cable car on a Friday night for dinner high above the city's twinkling lights." *Flo Orley*

## Quaint villages, unrivalled skiing

Winter in Ski Juwel is about as beautiful as it gets. The villages are quaint, the huts charming and the mountains awe-inspiring. The skiing extends across two regions, Alpbachtal and Wildschönau, offering up 109 km of pistes, where its varied runs, first-rate ski schools and off-slope activities make it a top pick for families. Take the kids on a tobogganing tour from the Lanerkopfl in Niederau, or try night-skiing at the Reither Kogel, where visitors can also try co-piloting a piste caterpillar. Also, don't forget to visit one of the region's mountain huts for some traditional Tirolean dishes.

© Ski Juwel Alpbachtal-Wildschönau



My heartbeat moment: "Walking through Alpbach on a winter's evening, taking in the cosy atmosphere of Austria's most beautiful village." *Michael Mairhofer*

## Explore mile after mile of perfectly-groomed piste

With 284 km of pistes connecting nine Tirolean villages, SkiWelt Wilder Kaiser - Brixental is the perfect choice for every kind of skier. The huge variety of runs makes it a hit with mile-hungry intermediates, while families love the wide slopes and plentiful child care facilities. At lunchtime, stop off at one of 77 mountain huts to enjoy jaw-dropping views and authentic local cuisine. The fun carries on even when the sun goes down and the SkiWelt transforms into Austria's largest night skiing area. All that, and it's just an hour's transfer from Salzburg, Munich and Innsbruck airports.

© SkiWelt.at/Christian Kapfinger

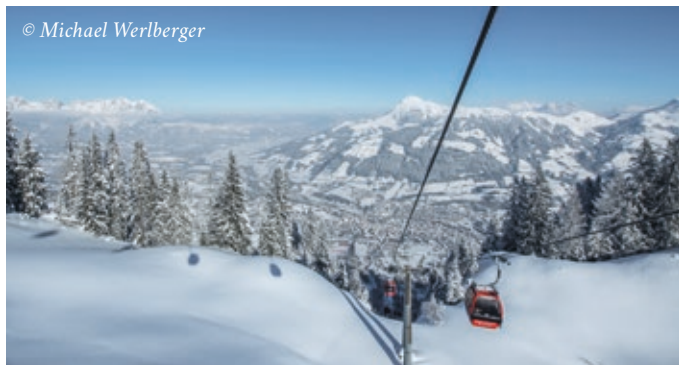


My heartbeat moment: "Sweeping down a freshly-groomed run, the wind in my face, a stunning-panoramic view in front of me and crunching snow under my feet" *Lydia Neumayer*

## Sporting tradition and modern lifestyle

Every October, the resort of Kitzbühel whirs into action, becoming the first non-glacier ski area to open in all of Austria and cementing its legendary status among the ski resorts of the Alps. But that's not all this iconic resort is known for. It's also home to unmissable experiences like the famous Streif downhill run, freeride ski trips, tandem paragliding off the Hahnenkamm and culinary delights at beautiful mountain huts. Combine that with excellent shopping and high class après-ski and it's easy to see why Kitzbühel is as well known for its sporting tradition as it is for its vibrant lifestyle.

© Michael Werlberger



My heartbeat moment: "Touring up to the Kleinen Rettenstein mountain at sunrise. Everything was perfect: the weather, the timing, the view and the company." *Tobias Dankl*



### Getting to the Tirol

Innsbruck Airport is the gateway to the Tirol. easyJet flies there directly from London Gatwick, Bristol and Liverpool. British Airways has direct routes from London Heathrow and Gatwick, while Monarch flies from Birmingham, Manchester and London Gatwick. You can also fly via Vienna or Frankfurt with Lufthansa. Alternatively, Munich airport is roughly a two-hour drive, with transfers operated by Taxi Tirol ([www.tirol-taxi.at](http://www.tirol-taxi.at)).





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