



EXPLORING

UNLIMITED ENJOYMENT
OF THE CITY

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**INNS'
BRUCK**

FOR ORIENTATION

Exploring the authentic Innsbruck means visiting "hidden places", venturing "Off the beaten tracks" or going out "like a local". This brochure introduces you to the most important special features in and around Innsbruck so that you can experience something new in this fascinating mix of city and mountains. Peppared with local well kept secrets and insider tips, **EXPLORING** enables you to catch a glimpse behind the scenes of this multi-faceted city. The city of Innsbruck in all its rich diversity lies at the heart of **EXPLORING**. The city is also the starting point for lots of exciting day trips and an introduction to many attractive highlights in the rest of the region and beyond.

In addition to the main attractions and other highlights, it also offers suggestions for excursions into the surrounding area – no more than three hours away. The range is quite extensive but our approach is based on the idea "less is more". Innsbruck Tourismus wants this selection to draw your attention to what's special and extraordinary.

Tip: the perfect complement to this booklet is **WALKS TO EXPLORE**, our pocket-sized city guide with seven themed walks. Created with curious urban adventurers in mind.





CONTENTS

4 Welcome

6 Highlights

10 TOP 10 SIGHTS

16 CITY ADVENTURE

18 "Off the beaten tracks"

20 Overview of the seven walks

24 ONLY IN INNSBRUCK

26 Spectacular

30 Family

38 EXPLORING EVEN FURTHER

42 Up to 90 minutes away

48 Up to 3 hours away

52 STORY: BUSINESS & URBAN WHISPERS

56 EXPLORING THE CITY

58 SHOPPING - boutiques and curiosities

59 SEEING - artistic and cultural gems

60 ENJOYING - Innsbruck by night

61 DINING - a wide range of excellent cuisine

64 SPOTTING - must sees for cineastes

66 GETTING AROUND

69 Public transport, Sightseer bus etc.

70 Welcome Card and Innsbruck Card

72 Innsbruck Blog and Innsbruck App



W E L L

EXPLORING INNSBRUCK – EXPLORING DIVERSITY

Culture and nature, highs and lows, tradition and innovation - no other city combines such stark contrasts in such a varied and charming way. Here it's just 20 minutes from the heart of the city to the Nordkette mountains, where you can admire the magnificent city from above or experience a leap in time in the alpine-urban mix from historic buildings to modern architecture.

A wealth of contrasts concentrated over such a small area.



COMME

TO THE INNSBRUCK REGION

HIGHLIGHTS

There's so much to explore both in **Innsbruck itself** and in the whole of the Innsbruck region and beyond.

The city is an **attractive starting point** for lots of lovely excursions in the nearby surroundings such as the famous "Swarovski Crystal Worlds" (Kristallwelten), only 20 minutes away from the centre, and "007 ELEMENTS", the James Bond Museum in Sölden. In addition to the **local highlights**, this brochure also suggests a selection of popular **destinations up to three hours away**.

THE TOP SIGHTS

Innsbruck looks back over a history of more than 800 years, so it's no surprise that traces of the Middle Ages are to be found everywhere. Its most important sights are eye witnesses to the city's eventful history in which the Habsburgers played an important role. Take the Golden Roof (Goldenes Dachl), for example, whose splendid oriel provided Emperor Maximilian I with the perfect vantage point to observe jousting tournaments. The Imperial Palace (Hofburg) hosted exuberant festivals and Ambras Castle has always been a magnificent sight. And from the City Tower (Stadtturm) guards continued to warn of fires, storms and the approach of enemies well into the 20th century.

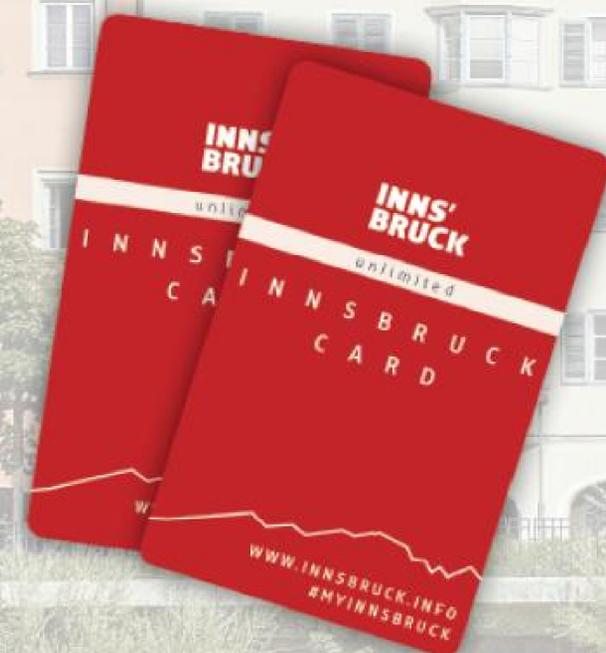
In addition to all its tangible history, Innsbruck offers modern architectural highlights which blend seamlessly into the alpine-urban cityscape, sometimes conscious of the rich

contrasts. One example is the delicate sweeping shape of Zaha Hadid's Hungerbahn stations. Everywhere modern design creates places for a leisurely moment or two and also for major sporting events. So it's no surprise that Olympic sports facilities such as the Bergisel Ski Jump are among the most important attractions in Innsbruck. Every year they draw international crowds and welcome thousands to sporting events.

INNSBRUCK CARD – THE KEY TO THE MOST IMPORTANT HIGHLIGHTS

Exploring the city and mountains in and around Innsbruck is easy. With the Innsbruck Card and its many included services, you can enjoy the full programme with just one ticket. This includes not only the Top 10 Sights but also unique contrasts, historical treasures, impressive panoramas and the enjoyment of the great outdoors in the heart of Tyrol. Enjoy the vibrant city, refreshing country air and sense of awe on a summit.

Further benefits and the latest information
www.innsbruck.info



INNSBRUCK CITY REGION



INNSBRUCK REGION

SEEGRUBE



HAFELEKAR



MARIA-THERESE



IMPERIAL PALACE



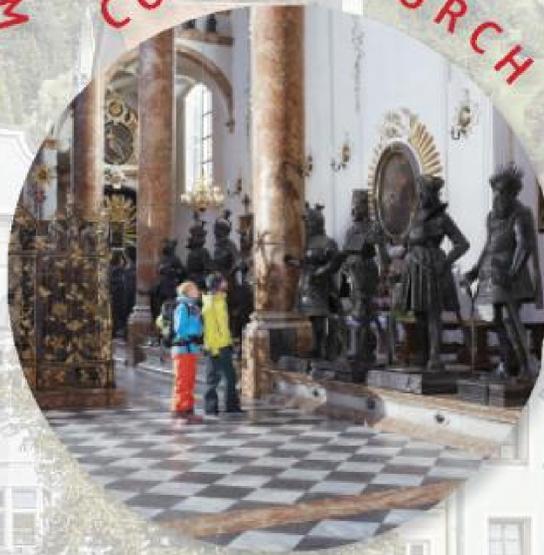
CATHEDRAL OF ST. JAMES



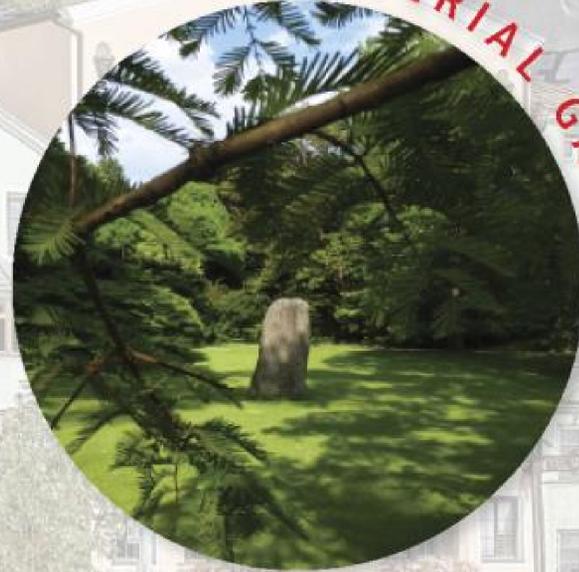
REGIONAL HERITAGE MUSEUM



COURT CHURCH



IMPERIAL GARDENS



HIGHLIGHTS

SIEN-STRASSE



OLD TOWN AND GOLDEN ROOF



CITY TOWER



SWAROVSKI CRYSTAL WORLDS



Wattens in Tirol



ALPINE ZOO



HUNGERBURG



AMBRAS CASTLE



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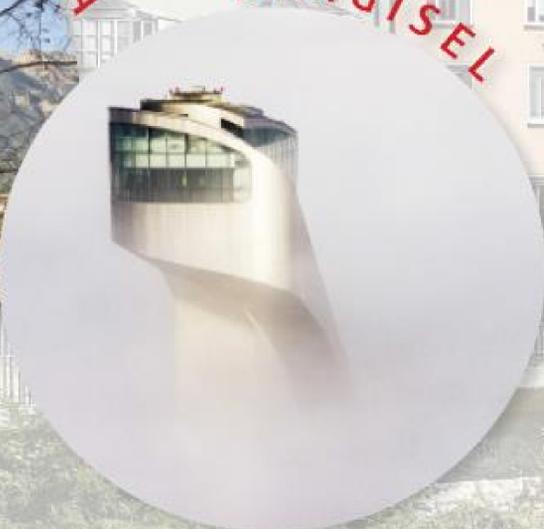
PATSCHERKOFEL



TIROL PANORAMA



BERGISEL



HIGHLIGHTS

Golden Roof



INNSBRUCK AND ITS TOP 10 SIGHTS

Every city has them - the famous highlights that no visitor wants to miss. The must sees, pictured on the front page of every travel guide and drawing thousands of tourists every single day to take the obligatory photo. From mountain panorama to city life, from cultural treasure to the experience of the great outdoors - the most important and popular spots in Innsbruck are simply in every good city guide. We've put together the ten most relevant, embellishing them with interesting stories.



TOP 10

BEST OF INNSBRUCK

OLD TOWN WITH GOLDEN ROOF AND CITY TOWER

No fewer than 2,657 gold-plated copper tiles cover the Golden Roof (Goldenes Dachl), the showpiece of Innsbruck's Old Town, now 800 years old. The roof itself, a splendid oriel with balcony, was built around 1500 at the request of Emperor Maximilian I. Reliefs on the oriel show him and his two wives next to the chancellor, royal court jester and morisca dancers. There are also coats of arms, hidden references and symbols producing a complex total work of art. The building houses the Golden Roof Museum and, as you do the tour, don't forget to have a look down from the magnificent oriel onto the hustle and bustle of the Old Town, just as Emperor Maximilian I used to do. The best view of the Golden Roof and the rooftops of the Old Town can be enjoyed from the City Tower (Stadtturm). In the Middle Ages guards would be stationed on the lookout for fire and other dangers to warn the population in good time. The lower floors were used as a prison. Its striking appearance results from two architectural styles and two eras: Gothic in the lower part (1450) combined with a curving Renaissance onion tower. Today visitors can climb 133 steps up to a 31-metre high viewing platform.

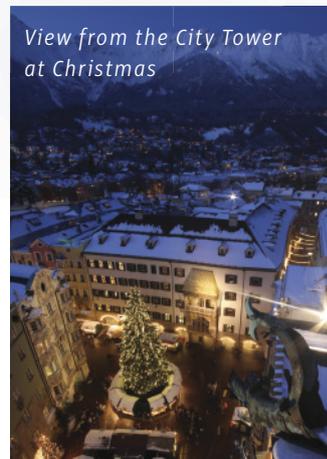
CATHEDRAL OF ST. JAMES

The Cathedral of St. James (Dom zu St. Jakob) is Innsbruck's cathedral and episcopal church. The cathedral in its current form was completed in 1724, the previous church having been severely damaged by an earthquake in 1689. Its interior is adorned with stucco, numerous frescoes, statues and paintings. Don't miss Maria Hilf (Mary of Succor), Lukas Cranach the Elder's well-known painting. Every day at 12.15 pm the peace glockenspiel with its 48 bells and range of four octaves is played.

IMPERIAL PALACE & GARDENS

With its counterpart in Vienna and the Schönbrunn Palace, the Imperial Palace (Hofburg) is one of the most important Habsburg buildings, which is immediately evident. It's here that the Maria Theresa's legacy is preserved, for it was she who gave the palace its present form in the 18th century - in the style of a "Little Schönbrunn in the Alps". With a total area of approximately 5,000 m², it contains more than 400 rooms over four floors.

The highlights of the palace are the Festival Hall (Gardesaal), the "Inner Apartment" that was later luxuriously furnished for Empress Elisabeth (Sisi) and, above all, the Giant Hall (Riesensaal). The rhythmic alternation of windows and dark oil paintings (portraits of the royal family) is a significant factor in its aesthetic appeal. Don't forget to cast your eyes upwards. The colourful frescoes of the hall, 32 metres long and 13 metres wide, have been painstakingly restored to regain their Rococo splendour once more. Next to the palace are the Imperial Gardens (Hofgarten) which are still home to plants from the time of Maria Theresa and which has been remodelled several times over the course of 600 years. The listed park has been open to the public since the 19th century and is popular with guests and locals alike, and entry to this urban oasis is free. The Palm House can be visited on weekdays and contains a plant collection of around 1,700 species.



View from the City Tower at Christmas



Golden Roof Museum

COURT CHURCH & REGIONAL HERITAGE MUSEUM

Don't be deceived by the simple exterior, because there's no other church quite like the Court Church (Hofkirche) anywhere in the world, with its empty sarcophagus guarded day and night by giant statues. Originally built as a burial church for the late Emperor Maximilian I in 1563, he never found his last resting place here and was instead buried in the castle in Wiener Neustadt, a city south of Vienna. By the side of the ostentatious empty grave there are 28 large bronze figures - popularly called in the local dialect "Schwarzmander" (black men), previously selected by the emperor. The person who did find his last resting place here, by the way, is Andreas Hofer, Tyrol's famous freedom fighter.

Right next door is the Regional Heritage Museum (Volkskunstmuseum), a veritable treasure trove of interesting exhibits. It evolved from the Tyrolean Trade Museum (Gewerbemuseum) established in 1888 and houses the most important collection of cultural heritage items from Tyrol's rich history. Its main focus is on arts and crafts, religious folk art, panelled parlours, nativity scenes and traditional festive dress.

MARIA-THERESIEN-STRASSE

Named after Empress Maria Theresa, the broad commercial avenue features ornate facades, irresistible pavement cafes and classy shops. Historic sites and venerable buildings meet modern, sometimes daring architecture. **Tip:** take in the view from the Anna Column (Anna Säule) looking north to where the awesome Nordkette mountains rise majestically above the Golden Roof. To the south the Bergisel Ski Jump (Bergisel-Sprungschanze), one of Innsbruck's modern landmarks, completes the breathtaking panorama against the backdrop of the Serles and Habicht summits.



Maria-Theresien-Strasse



Court Church



Farmhouse parlour, Regional Heritage Museum

HUNGERBURG - SEEGRUBE - HAFELEKAR AND ALPINE ZOO

The "Nordkette", a mountain chain in the Karwendel range watching over Innsbruck to the north, is the nearest ski resort and an attraction for both athletes and pleasure seekers. The Nordkette with the Seegrube and the Hafelekar summits embodies Innsbruck's unique combination of mountain and city life experience. The Nordkettenbahnen funicular railway brings visitors straight from the Old Town up to the Hungerburg (860 m), the cable cars then taking you up to the Seegrube (1,905 m, the city's most beautiful sun terrace) and the Hafelekar (2,334 m, incomparable summit experience) – breathtaking views included! **Architectural highlight:** all four Nordkettenbahnen stations were designed by Zaha Hadid. They form artificial landscapes with flowing roof shapes and soft contours which, according to Hadid, are inspired by natural phenomena such as glacier movements. One of the stations gives direct access to the Alpine Zoo, Europe's highest-lying zoo (750 m). High above the rooftops of Innsbruck, it's home to around 2,000 alpine animals of about 150 species – there's no other way to get within touching distance of the animal inhabitants of the Alps!

PATSCHERKOFEL

Innsbruck's home mountain to the south of the city is a skiing and hiking paradise with a 360-degree panoramic view over the city. The view sweeps from the Wipptal valley over the Stubaital and Inntal valleys to the Nordkette mountains opposite. The easy way up to the summit is on the modern cable car. From there you can follow the Stone Pine Trail (Zirbenweg), a varied and popular hiking trail with views over the city rooftops. And, as sports fans know, skiing history has also been written on this mountain. Never to be forgotten are the downhill runs in the 1964 and 1976 Winter Olympics and the legendary descent of Franz Klammer,

as well as the biggest team success in World Cup history in the Super-G (giant slalom) in the 1998/99 season, with nine men from the Austrian Ski Association (ÖSV) team at the top of the leader board, led by Hermann Maier.

AMBRAS CASTLE

Surrounded by an idyllic castle garden, which is definitely worth walking round, Ambras Castle (Schloss Ambras) is located above Innsbruck. The castle was first mentioned in the 11th century and fell to the House of Habsburg in 1363. Archduke Ferdinand II had it completely remodelled and expanded into a splendid palace for himself and his wife Philippine Welser. He founded the magnificent Ambras Collections, for which he had a museum complex built in the lower castle based on to the most up-to-date criteria. Today's display seeks to reconstruct his Chamber of Art and Curiosities, armoury and antiquarium. In the Habsburg Portrait Gallery there are more than 200 pictures on display including works by well-known artists such as Lucas Cranach, Peter Paul Rubens, Anthonis van Dyck and Diego Velázquez. The Spanish Hall (Spanischer Saal) is really impressive. It's one of the most beautiful freestanding halls 43 metres in length and has a remarkable partially gilded, wooden coffered ceiling with inlays.



Ambras Castle

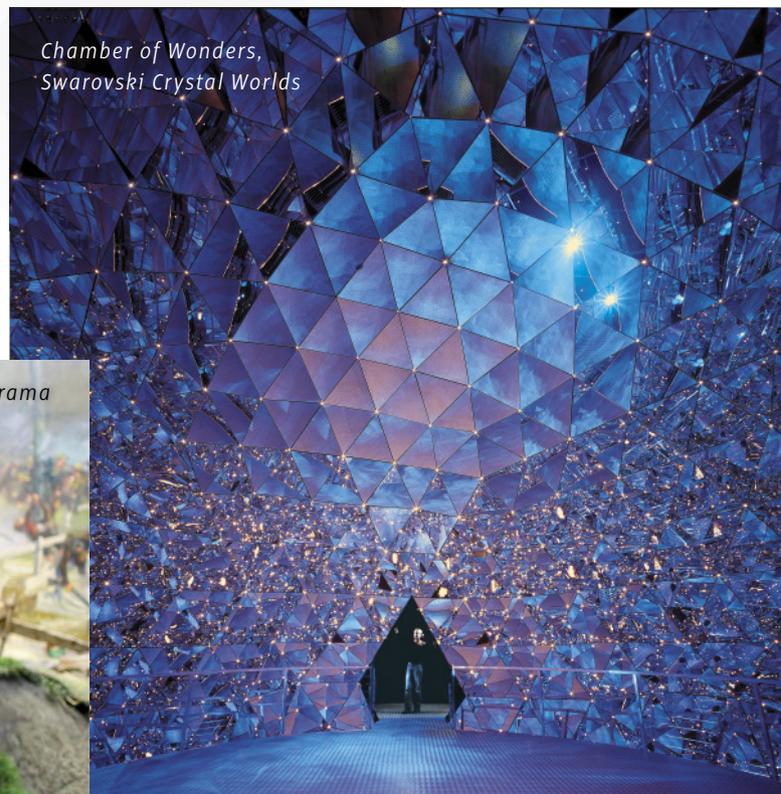
BERGISEL WITH SKI JUMP AND TIROL PANORAMA

The historic Bergisel, a hill above Innsbruck barely 750 metres in height, was the scene of the battles fought several times in 1809 under Andreas Hofer, Tyrolean riflemen finally managing to defeat Bavarian and Saxon soldiers under French leadership. The Giant Panoramic Painting (Riesenrundgemälde) shows how the insurgents, with Andreas Hofer at their head, won the third of the great Battles of Bergisel. The 1,000 m² circular painting is not only the largest work of art in Tyrol but also draws visitors into the dramatic events of the Tyrolean freedom struggle. The Imperial Infantry Museum (Kaiserjägermuseum) is connected to the Tirol Panorama by an underground passageway. This museum gives an insight into the infantry's history in the 19th and 20th centuries. Since 2002 the new ski jump on the Bergisel has majestically established itself as one of the city's architectural landmarks. The Bergisel Ski Jump (Bergiselschanze) is one of the four venues for the International Four Hills Tournament and was also designed by the award-winning architect Zaha Hadid. Using the inclined lift, it takes visitors just two minutes to find themselves some 250 metres above Innsbruck. Here, next to a panoramic restaurant, there's also a viewing terrace with a magnificent 360-degree panoramic view of Innsbruck and the surrounding mountains. In the stadium itself there are 13 panels providing information about the jump, its history and ski jumping.

SWAROVSKI CRYSTAL WORLDS

To mark their 100th anniversary in 1995, Swarovski commissioned André Heller, the multimedia artist, to create the now internationally famous Crystal Worlds (Kristallwelten) in Wattens. This extraordinary place of fantasy, art and the joy of playful invention is Austria's second most visited tourist attraction. Guarded by a water-spouting giant, there are 16 sparkling Chambers of Wonder inside that lead into a realm between fantasy and reality. Various exhibition and experience spaces create a sparkling world, whilst internationally active artists present a spectacular display of the wonders of crystal. One of the highlights is outdoors: the crystal cloud in the artistically designed garden landscape whose 800,000 hand-crafted crystals magically rediscover themselves in the black mirrored water. Events take place all year round, from Christmas market to summer cinema and light festival.

*Chamber of Wonders,
Swarovski Crystal Worlds*



Tirol Panorama



View of the Inn Bridge

CITY ADVENTURE

GET A DIFFERENT PERSPECTIVE – EXPLORE INNSBRUCK'S UNIQUE FEATURES ON FOOT

Leave the heart of the city and head off straight into the nearby countryside with its rushing waterfalls, or climb to lofty heights and look down from the Nordkette mountains on the vibrant city. Experience a leap in time from historic buildings to modern architecture. This is just one example of the ever-changing perspectives - spatial, temporal and cultural - which Innsbruck offers over such a small area. And best of all: they're all so easily accessible on foot at any time.



TURRE

ALPINE-URBAN WALKS AND
"OFF THE BEATEN TRACKS"
IN INNSBRUCK

"OFF THE BEATEN TRACKS"

ABANDON THE WELL TRODDEN PATHS,
STRIKE OUT AND DISCOVER NEW ONES



*"Don't keep forever on the public road,
going only where others
have already gone."*

Alexander Graham Bell

To explore less known spots of this world, to be open to and curious about what's special is a lovely goal, but achieving it for yourself is sometimes easier said than done. Especially when exploring a new city, you often find you're steered only along all too familiar, well trodden paths to the classic sights.

But is that all we're looking for? Isn't it also a question of dreaming about new worlds? Of exploring what's hidden behind the scenes of the magnificent facades? The real every day urge to comprehend true magic? Abandoning the well-beaten track has its own significance for every human being. For some it may be about authentic experiences, for others exploring hidden places and treasures.

*"One travels not in order to arrive,
but for the sake of travel itself."*

Johann Wolfgang von Goethe

You're spoilt for choice if you want to strike out in new directions. Some look for encounters with locals to ask them what they recommend. But there's also a need for those very special adventurers who look at a map to check out all well-known places ... and then avoid them. It's a matter of taste and personality.

With regard to tourist routes, "**Off the beaten Tracks**" means, first and foremost, finding places and paths that don't necessarily appear in the guide books with the aim of avoiding the

well-known tourist trails. Only then is it possible to be genuinely part of the daily comings and goings, to explore new things and to find inspiration in the unknown, the little hidden gem.

*"How sweet it is to get to know
something for the first time.
You live only as long as you explore."*

Christian Morgenstern

Our recommendation: try one of our "Off the beaten tracks" in **WALKS TO EXPLORE**, a booklet we've put together for you as a themed guide to the most important places. To encourage you to explore new trails, we've also included locals' tips, taking Christian Morgenstern as our inspiration: "How sweet it is to get to know something for the first time. You live only as long as you explore."



OVERVIEW OF THE SEVEN WALKS

In **WALKS TO EXPLORE** we've prepared seven exciting, theme-based walks for you and summarised them in a pocket-size format to act as your new city guide. We take you from one extreme to another, stroll with you through the centuries and into the modern age, and take you off onto new paths - well away from the usual tourist trails.

Huge tower, deep ravines

- ▶ Highlight: feel how close together the vibrant city and the awesome world of nature are. **Plus:** Zaha Hadid's Bergisel Ski Jump with views from a dizzy height.
- ▶ Start: Triumphal Arch



Get to know Innsbruck's authentic side

- ▶ Highlight: have a look behind the scenes of the famous Mariahilf row of buildings and see Innsbruck through Albrecht Dürer's eyes
- ▶ Start: Market hall



Explore modern Innsbruck

- ▶ Highlights: a bank as an impressive exhibition area for modern art, or tourist information centre combining Renaissance and cutting-edge technology
- ▶ Start: Congress





WALK 1

**Alpine-urban perspectives –
City and mountain in one tour**

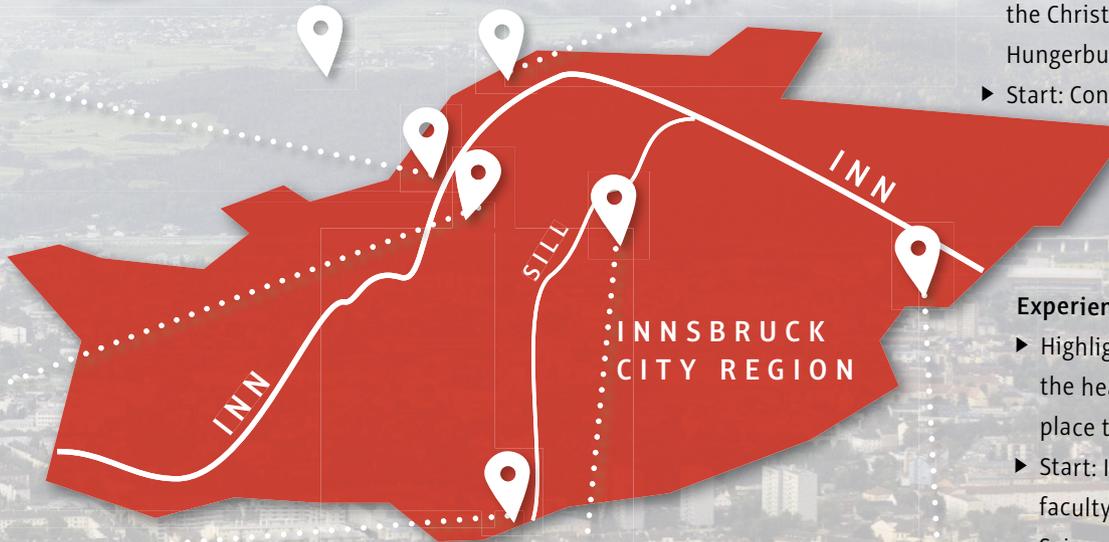
- ▶ Highlight: Romy Schneider in “Sissi – The Young Empress”: Enjoy the breathtaking view of Innsbruck from the Hafelekarr at 2,334 metres
- ▶ Start: Congress



WALK 3

Special Christmas tour

- ▶ Highlight: view over the city from the Christmas market on the Hungerburg
- ▶ Start: Congress



Experience young Innsbruck

- ▶ Highlight: the Baggersee lake, in the heart of the city, but a quiet place to unwind completely
- ▶ Start: Innsbruck University's faculty of Social & Economic Sciences (Sowi)



WALK 4

**Maximilian, Sisi & Co. –
a walk through history**

- ▶ Highlight: get to know the Golden Roof and its secrets - and experience a piece of European history
- ▶ Start: Golden Roof



WALK 5

OVERVIEW OF THE SEVEN WALK

WALK 1**Alpine and urban perspectives:
city and mountain in one tour**

In Innsbruck this is something you can take for granted because it's just 30 minutes from the city centre to a high alpine summit experience on the Nordkette at 2,300 metres above sea level. On this walk, with the help of the funicular railway and cable cars, you can see for yourself how close city and mountains are to each other, breathtaking views included. And animal lovers simply must visit the unique Alpine Zoo to see lynx, bear, ibex, otter and lots more.

WALK 2**Huge tower, deep ravines:
from ski jump to the Sill gorge**

Highs and lows. This walk takes in not only the tower of the spectacular Bergisel Ski Jump, but also the Sill Gorge, Innsbruck's very own "canyon". See for yourself how close city and nature are in such a confined space.

WALK 3**Modern life and quiet reflection:
the six Christmas markets in Innsbruck**

Six different Christmas markets each with its own character and special features give you the perfect opportunity to take your time and explore the contrasts: from historical to modern, quiet reflection to sophisticated dining, but always authentic and typically Innsbruck. The complete Christmas experience for young and old alike!

WALK 4**Maximilian, Sisi & Co.:
in the Habsburgers' footsteps**

Emperor Maximilian I left his mark throughout Innsbruck, from the Golden Roof (Goldenes Dachl) to the impressively "manned" tomb in the Court Church (Hofkirche). But he wasn't the only Habsburger to immortalise himself in Innsbruck over the centuries. This walk brings a piece of European history to life and provides many fascinating insights into the House of Habsburg.

Drachenfels viewing platform*Christmas market on the market square*

WALK 5

Young Innsbruck:

on your bike & explore skating rink, climbing paradise and bathing lake

With 30,000 students living in Innsbruck, it's no surprise that the city is considered "young, cool and modern". As well as its sports and cultural features, this route also offers insights into the nightlife. Act like a local: this bike tour takes you where locals and students exercise, relax and party.

WALK 6

Explore modern Innsbruck:

world class architecture fused with Tyrolean artistry

This walk highlights the charming interplay of historic and contemporary buildings between the Nordkette and Patscherkofel mountains. The juxtaposition of modernity and tradition also enables you to appreciate Innsbruck as an important location for modern architecture.

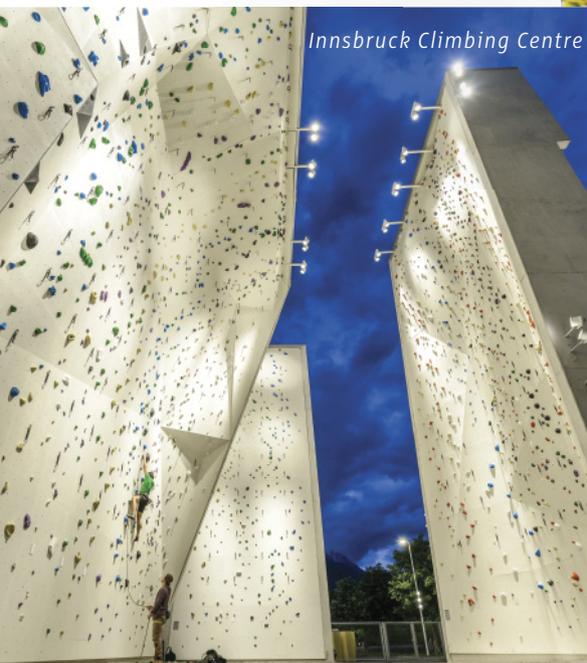
WALK 7

Authentic Innsbruck:

escape the Old Town bustle, linger in the quiet historic surroundings

This walk takes you away from the Old Town's hustle and bustle and shows another side of the city with its historic 15th century quarters. The most striking feature is the colourful ensemble of buildings and church towers in "Anpruggen", the city's oldest district, cheerfully lining the River Inn. It gives you the chance to take your time, browse in workshops and discover some culinary gems.

THE "WALKS TO EXPLORE" BROCHURE CONTAINS FULL DETAILS OF THE WALKS



View of Mariahilf at night, the Nordkette in the background

ONLY

INNSBRUCK

ONLY IN INNSBRUCK

Once in a lifetime - or have you ever sat on the launch platform of a ski jump and looked down on the city from there? Of course, the rich diversity of the city and its surroundings is also reflected in the wide range of activities available here. And what also becomes clear very quickly is that Innsbruck is a city of extreme contrasts with unique attractions. From everyday to spectacular, relaxing to action-packed - a spectrum of almost unlimited possibilities in such a small area. Unusual and memorable experiences for the curious, courageous and adventurous, as well as for families and those looking for relaxation.



BRUNNEN

A UNIQUE EXPERIENCE

SPECTACULAR

ONLY IN
INNSBRUCK

FROM 0 TO 100
IN 10 SECONDS



AND ACTION!

Innsbruck and the surrounding area's mix of city and mountain is as unique as the range of activities available here. Whether they be relaxing or exciting, they all have one thing in common: this is the only place where they can be experienced in this form, and they're certain to leave you with many unforgettable memories.

GOOSE BUMPS: SITTING ON THE BERGISEL SKI JUMP LAUNCH PLATFORM

We know the picture. A ski jumper sits on the launch platform. With total concentration he adjusts his goggles. He gives his chest perhaps one last thump to psych himself up. Then it's off on 2.40 m long skis down into the valley. What a thrill! And if you have the nerve, you can join a special guided tour at the Bergisel Ski Jump and experience for yourself what it's like to sit on the notorious platform and dare to peer down into the abyss. Secured with a harness by a professional, you then slide into the middle of the launch track and experience the breathtaking view from the jump - like a "real" ski jumper. You won't do the actual jump, of course, but the adrenalin kick from just sitting there is truly awesome.

FACTS

- ▶ For groups up to 25 people
- ▶ Also bookable: a sports tour with ski jumper

More information about sitting on the launch platform at www.bergisel.info





PURE ADRENALIN: BUNGEE JUMPING FROM THE EUROPA BRIDGE

5, 4, 3, 2, 1, Bungee! Jump head over heels from the bridge and enjoy the crazy sensation of free fall. With a height of 192 metres, the Europa Bridge, located about 5 km south of Innsbruck, is the second highest bridge in Europe and thus the perfect location for a spectacular bungee jump.

By the way, just the view from the launch platform – looking up to the impressive mountains and down into the deep gorge – is quite breathtaking, even for the bravest jumpers. Well fastened in and with expert instruction, you plunge earthwards for an unforgettable experience.

FACTS

- ▶ Only in good weather
- ▶ Telephone reservation recommended
- ▶ Minimum age: 16
- ▶ May-October every Saturday and Sunday
- ▶ Mid-July to end of August also Fridays

You'll find more information on bungee jumping at www.europabruecke.at

FUN ON THE IGLS BOBSLEIGH RUN

On your runners, get set, go! If you're into speed and looking for a real adrenalin kick, then the Igl's Bobsleigh Run (Igl'er Eiskanal) is the place for you. There are thrills aplenty for non-professionals summer and winter alike as you speed down and round the steep bends of the Olympic bobsleigh run – with an experienced pilot, of course. You can choose between racing bob or guest bob and set off from either the men's or women's start, reaching speeds of up to 70 mph and navigating some pretty hairy bends.

FACTS

- ▶ May-October or December-March
- ▶ Minimum age 12, minimum height 130 cm (visitor bob) or 14 and 150 cm (racing bob)
- ▶ For 5 visitors + 1 pilot (visitor bob) or 2 visitors + 1 pilot + 1 brakeman (racing bob)
- ▶ Once you're down you can pick up a certificate

More information on bobsleighbing available at www.olympiaworld.at



Igl's Bobsleigh Run

Bikepark Innsbruck



ONLY IN
INNSBRUCK

RACY BIKING ADVENTURES

For passionate gravity bikers, Innsbruck has a wide range of trails on both sides of the city to suit every taste. To the north there's the mighty Nordkette mountains where experts can take on one of the toughest downhill routes in Europe (the legendary Nordkette Singletrail is one of the most difficult trails in Europe and tests most bikers to the limit!). And to the south, just outside the city, there's the marvellous Bikepark Innsbruck which offers lots of fun for all skill levels with a total of five routes ranging from gentle and flowing to tough and technical.

FACTS BIKEPARK INNSBRUCK:

- ▶ 5 trails
- ▶ Home of Crankworx Innsbruck
- ▶ Kidspark practice area
- ▶ Pumptrack & Dualslalom
- ▶ Bike wash, bike shop and hire, bike school with courses & guidance

You'll find more information about the Bikepark at www.bikepark-innsbruck.com

FAMILY FUN

FAMILY FUN

FOR SMALL AND LARGE
ADVENTURE(R)S



OUTDOOR FUN FOR EVERYONE: MUTTERERALM MOUNTAIN CARTING

Sledging without snow? How's that supposed to work? It's quite simple: with a mountain cart on the Mutttereralm, of course! This specially developed fun sport device makes sledging possible all year round. The three-wheeler on the closed off Mountain Cart run gives you a 5-kilometre ride from the mountain station down into the valley. Action seekers and sledging fans will absolutely adore it. The carts combine the fun factor with maximum safety: a dual-circuit braking system – as used in cars – and safety fences, safety belts and, of course, a crash helmet ensure complete your safety during the ride.

FACTS

- ▶ Rental is located right next to the Mutttereralmbahn mountain station
- ▶ Minimum age 10, minimum height 150 cm
- ▶ Children under 16 years must be accompanied by an adult
- ▶ Please bring valid ID!

You'll find more information about mountain carting at www.mutttereralm.at

Mountain cart, Muttterer Alm



FAMILY FUN



UNDERGROUND ADVENTURE: VISIT TO THE BBT TUNNEL WORLDS

How do you actually build a tunnel – and a really long one at that? The answer to this question can be found in Steinach am Brenner. It's all to do with the Brenner Base Tunnel project: the tunnel, planned to connect Innsbruck and Franzensfeste, will be 64 kilometres in length, and you can already visit the mysterious subterranean world. The 800 m² BBT Information Centre is the starting point for both site visit and interactive exhibition. The Tunnel Worlds extend over two levels and include a real show tunnel, simulated explosion activated by detonator button, numerous interactive exhibits for children, and a dedicated area for experts in the field. It also provides lots of exciting and interesting facts about tunnelling, mountain geology, the history of the Brenner Pass and the laws of physics. As well as the Information Centre there's also a "genuine" tunnel atmosphere. While construction work is actually still being carried out, a bus takes you to the Wolf access tunnel through which, among other things, the individual parts of the huge tunnel boring machines are brought into a large cavern.

FACTS

- ▶ The Tunnel Worlds are located in Steinach, opposite the Bergeralm Bahnen valley station
- ▶ Barrier-free access
- ▶ Free admission to the Information Centre, charge for tunnel tours

There is more information about Tunnel World and opening times, etc. at

www.tunnelwelten.com

Try out something exciting

BBT Tunnel Worlds



COMPLETE RELAXATION: ZIRBENWEG ON THE PATSCHERKOFEL

The Patscherkofel is Innsbruck's "home mountain" and the Stone Pine Trail (Zirbenweg) is one of the most popular hiking routes in the area. And no wonder! Because it leads through one of the largest pine stands in Europe and offers wonderful views of the surrounding mountain peaks and the Inn Valley. You start from the Patscherkofelbahn mountain station and a wide path leads you to the rather hidden Boscheben mountain inn. The trail rises and falls gently as it follows the tree line at a height of over 2000 metres, and there's no significant altitude gain as you make your way to the Tulfearm inn. In just a few minutes you can walk up to the Halsmarter lift and take the Glungezerbahn chairlift to Tulfes and then return by bus to the Patscherkofelbahn cable car valley station. Eager hikers, of course, return to the Patscherkofel by taking the same trail used for the ascent.

FACTS

- ▶ Duration: plan for a whole day excursion
- ▶ Trail length: 7 km one way, 14 km return (without bus and cable car ride)
- ▶ Height: 1,972–2,055 m
- ▶ Altitude gain uphill: approx. 430 m
- ▶ Degree of difficulty: easy, classic family hike

You'll find more information about the Stone Pine Trail hike at www.patscherkofelbahn.at

*The Inntal valley
looking from the Patscherkofel*



On the Stone Pine Trail



FREE INNSBRUCK APP

The official app for the Innsbruck region. Comprehensive maps with GPS function for hiking, restaurants, shops and lots more.

Download for free at



LOTS MORE FAMILY FUN

FUN AND GAMES INDOORS &
PLENTY OF ACTION OUTDOORS

LOTS MORE
FAMILY FUN



AMBRAS CASTLE INNSBRUCK

Art and culture are within easy reach. The fact that castle tours are exciting not only for adults is shown by the wide range of themed tours specially designed by Ambras Castle's Art History (Kunsthistorisches) Museum to appeal to children aged 5 to 14. Every Saturday, as part of a special castle experience - with or without an accompanying adult - you're allowed to touch and try out all sorts of things. And for children over the age of ten there's soap production and workshops on "Witch herbs and magic potions".

www.schlossambras-innsbruck.at

IMPERIAL PALACE

Child-friendly guided tours through the history of this important cultural building are peppered with all sorts of anecdotes and stories about Empress Sisi and her family. There are also lots of curious objects in the imperial collection to admire. Admission is free on Sundays for children over 6 and teenagers and their companions (up to two people).

www.hofburg-innsbruck.at

AUDIOVERSUM

There's nothing quite like it anywhere in Europe, and young and old alike adore it. The interactive museum is all about listening using multimedia installations and there are all sorts of opportunities to explore, try out, learn and understand in an entertaining way. Here spatial hearing becomes an exciting game when, for example, you go hunting for the source of the birdsong. Special exhibitions on other sensory perceptions complete the range of activities in which science is combined with art and made much more accessible. Information at:

www.audioversum.at

SWAROVSKI CRYSTAL WORLDS

Both inside and out, this is a truly fantastic experience for the whole family, with plenty to keep small children and youngsters happy and entertained. Crystal Worlds offer a wide range of activities for different ages, including children's workshops, where you put your artistic skills to good use, special interactive tours and opportunities for magical play on the innovative outdoor playground. And the mystical Giant holds even more secrets for you to explore.

www.kristallwelten.swarovski.com



LOTS MORE
FAMILY FUN

Joy – The Children's Paradise



LOTS MORE
FAMILY FUN

JOY – THE CHILDREN'S PARADISE IN VÖLS

The weather's not so good, so how can the children let off steam and get rid of all that surplus energy? No problem! Here there are plenty of options for fun and games such as adventure landscape, go-karting, and climbing frame and climbing walls. In short, there's everything a child could wish for whilst, in the meantime, grown-ups can relax in the integrated restaurant and treat themselves to some delicious food. www.joy-daskinderparadies.at

TELF'S GORGE WALK WITH TRAILS THROUGH THE BARE ROCK

The Telfs Gorge Walk (Telfer Klammsteig) lives up to its name. A rock fall led to the creation of a virtuoso stairway which now takes you through the vertical rock face. This is the place to escape the hustle and bustle of the city and, after just a few minutes' walk, immerse yourself in a fairy tale landscape with an enchanting babbling brook. You follow a beautiful trail



Telfs Gorge Walk

through towering limestone cliffs to the gorge where there's yet another attraction to reward keen hikers: the steel suspension bridge. The walking time from Telfs to the Strassberghaus inn is around 2½ hours. Starting point of the round trip is the car park at the Aluwelten Thöni adventure world in Telfs. An easy walk perfectly suitable for families with children aged 6 and over. www.innsbruck.info

GLUNGEZER KUGELWALD

The Mountain Adventure World (Bergerlebniswelt) by the Glungezer mountain in Tulfes is the only place in the world where you can roll large wooden balls through the high forest along stone pine channels. In a natural forest at 1,560 m above sea level, this is a great place for play, exercise and using your creativity and imagination. A large tree house, a do-it-yourself space and a relaxation area complete the special forest experience. The balls can be borrowed from the adjacent Halsmarter Alpine Inn.

www.kugelwald.at

GHOST TRAIL IN OBERPERFUSS

The legendary walk through the forest, from Stigltreith to the reservoir on the Rangger Köpfl, is bound to have you listening intently and looking around in amazement. Exciting and wondrous stories are told via loudspeakers at various stations along the way through the forest. The idyllic reservoir is an irresistible place to relax and have a splash. Get there by gondola lift from Oberperfuss or by car from Stigltreith.

www.rangger-koepfl.at

OUR SUMMER TIP

For hot summer days we suggest you have a look at www.innsbruck.info. Search on "swimming" and you'll find an overview of all the outdoor swimming options in the region. From outdoor pools with sensational views of the mountains and wonderful scenery to beautiful bathing lakes – relaxation and the simple enjoyment of swimming for the whole family. There are also indoor swimming pools if you'd like a refreshing dip on a rainy day.



LOTS MORE
FAMILY FUN

Mieming bathing lake



EXPLORE EVENTFUL

INNSBRUCK AT THE HEART OF EUROPE

"Why wander off into the distance, when what's good is so close by?" Freely adapting Goethe, we turn this question around with the following excursion tips and say: Innsbruck and its region are not only worth the journey, but also demand a longer stay. Because Innsbruck is also the perfect starting point and base for excursions in the immediate vicinity to explore other possibilities. Whether it be a short outing or an all-day trip, all the destinations can be reached in 90 minutes or a maximum of three hours: from Salzburg to Munich, from the Dolomites to Verona.

A nighttime landscape featuring a large lake in the foreground with a paved walkway and stone landscaping. In the background, there are mountains and illuminated buildings under a dark blue sky with clouds. The scene is lit with warm, yellow lights reflecting on the water.

R I N N I N G R T H E R

THE INNSBRUCK REGION AS A
STARTING POINT FOR LOTS MORE

UP TO 90

MINUTES AWAY

EXPLORING EVEN FURTHER



UP TO THREE

HOURS AWAY



UP TO 90

MINUTES AWAY

007 ELEMENTS - FOLLOWING IN JAMES BOND'S FOOTSTEPS

More than three and a half years after the filming of James Bond's "Spectre" in Sölden, a monument was erected in the agent's honour. The James Bond "007 Elements" Museum at 3,040 metres on the Gaislachkogel is committed to overpowering you with moving images and getting you involved by means of some breathtaking special effects.

007elements.soelden.com

GOURMET RESTAURANT & JAMES BOND LOCATION

At the spectacular location of James Bond's "Spectre" you'll find the gourmet restaurant ice Q which is part of the 5-star Hotel DAS CENTRAL. Every day at 3,048 metres above sea level by the summit of the Gaislachkogel in Sölden, you can experience for yourself the fascination of fine dining and enjoy the best wines from every corner of the globe.

www.iceq.at

EXPLORING EVEN FURTHER



STUBAI GLACIER - IN THE REALM OF SNOW AND ICE

Snow is guaranteed from October to June in the largest glacier ski area in Austria, just 45 minutes by car from Innsbruck.

On a visit to the ice grotto you go down 30 metres inside the glacier, and you can enjoy the most beautiful panoramic view from the summit platform TOP OF TYROL at 3,210 metres.

We recommend a short diversion to the Schaufeljoch Chapel (Kapelle), and another highlight is the Jochdohle, Austria's highest mountain restaurant.

www.stubaier-gletscher.com



Stubai Glacier – ice grotto

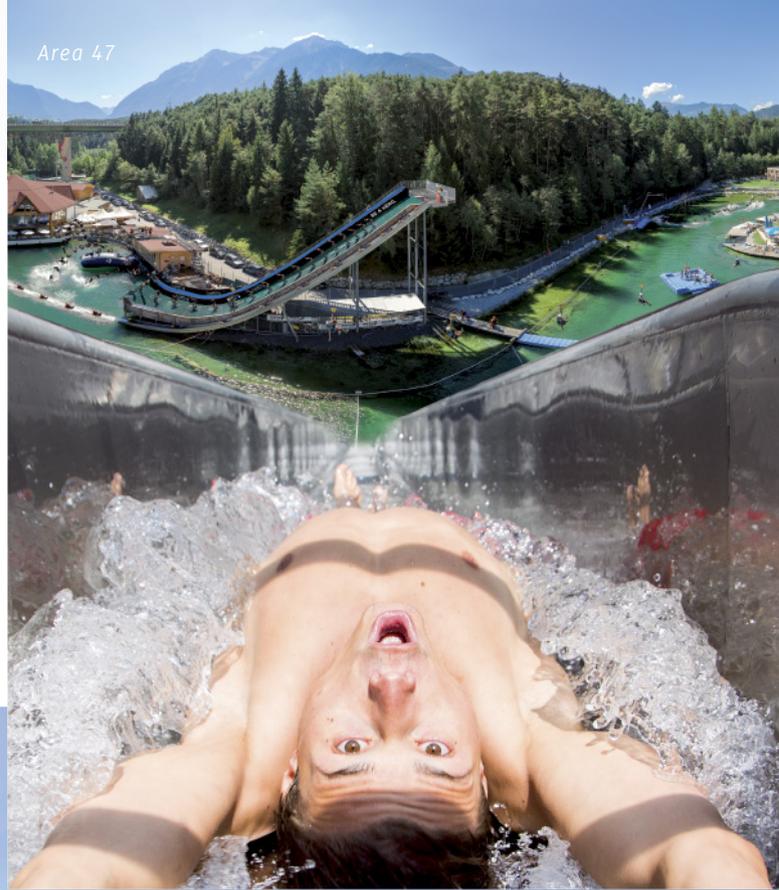


AREA 47 - AUSTRIA'S LARGEST LEISURE & OUTDOOR PARK

For action lovers & adrenalin seekers. Whether it be rafting on the River Inn, canyoning through wild ravines or an exciting cave tour in the Ötztal valley, AREA 47, Europe's largest outdoor park, offers more than 35 fun and outdoor sport activities for beginners, families with teenagers and adventurers. If you'd rather scale the heights you can test yourself to the limit climbing or on the high ropes course. In summer the leisure park's WATER AREA is a great place to enjoy endless fun in the water, wakeboarding, blobbing or on the water jump at the heart of the Austrian mountains.

www.area47.at

Area 47



Area 47

EXPLORING EVEN
FURTHER





AQUA DOME – WATER FUN FOR FAMILIES AND WELLNESS PARADISE

Floating weightlessly in the brine bowl and marvelling at the imposing 3000 m peaks: a Wellness dream that comes true in the AQUA DOME with an area of more than 50,000 m². It's the most modern and architecturally impressive spa resort in the Alps. Located in the heart of the Ötztal valley, and a great attraction with futuristic water and sauna world, SPA & Fitness and its own children's world. A refreshing break for young and old.

www.aqua-dome.at

TRATZBERG CASTLE

The impressive castle, rising majestically high above the Inn Valley between Jenbach and Schwaz, was first mentioned in the 13th century and originally served as a border fortress against Bavaria. After being rebuilt by the Fugger family of merchants, it became the epitome of a 16th century Tyrolean castle. Tratzberg Castle is a Renaissance jewel with its

Habsburg Room and royal family tree, Gothic Fuggerstube and Queen's Room, many glorious paintings and impressive inner courtyard with arcades.

www.schloss-tratzberg.at



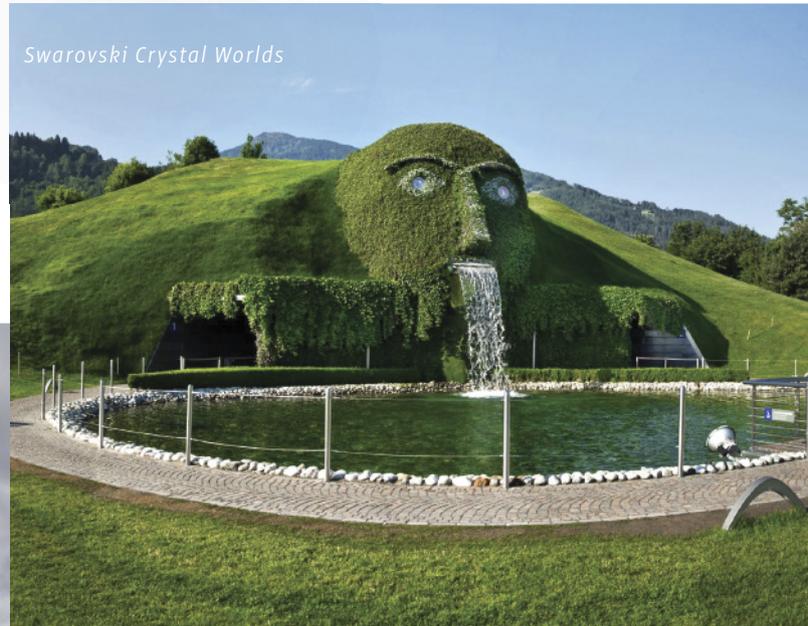
Tratzberg Castle

SWAROVSKI CRYSTAL WORLDS - WORLD CLASS GLITTERING EXPERIENCE

Surrounded by the beautiful natural landscape of Tyrol, the Swarovski Crystal Worlds (Kristallwelten) have been wowing visitors since it opened in 1995. This very special mixture of art and culture, entertainment and shopping, the second most visited site in Austria, is just 20 kilometres from Innsbruck. The "Giant" created by André Heller stands guard in the midst of a poetic garden whose outstanding feature is the unique crystal cloud. It's a masterpiece of craftsmanship, the largest of its kind in the world, and contains 800,000 crystals. The Giant also houses some special treasures inside: Chambers

of Wonder designed by international artists form an interactive exhibition all about crystal. The spacious garden comprises an innovative play area with tower which children love, while the Daniels Crystal Worlds restaurant serves excellent food.

www.kristallwelten.swarovski.com



Swarovski Crystal Worlds



*Swarovski Crystal Worlds garden
with the unique crystal cloud*

EXPLORING EVEN
FURTHER

ACHENSEE LAKE - IMPRESSIVE NATURE AND HISTORY TRIP

For 129 years it's been chugging its way with an elevation gain of 440 metres up the mountain from Jenbach in the Inntal valley to the Achensee lake, a distance of almost seven kilometres. The Achensee Steam Cog Railway (Dampf-Zahnradbahn) is the oldest of its kind in Europe still to be in use. When it reaches the top, an Achensee Cruise steamboat is waiting for visitors. And they can continue to breathe in history because it was from here, as long ago as 1887, that the first steamboat set off for a leisurely trip across Tyrol's largest lake. Today all sorts of things are on offer, from breakfast brunch to theatre trips, from cabaret to culinary highlights with gourmet chefs on the winegrower's ship.

www.tirol-schiffahrt.at and www.achenseebahn.at

STAMS ABBEY MUSEUM - ANCIENT TREASURES AND LIVING HISTORY

The medieval walls house extensive collections and treasures and the Abbey Museum brings to life its centuries-old history. The museum's not just about pomp and ceremony, items of monastery life are also exhibited, many of which are really interesting and provide an insight into the everyday life of the abbey. A mystery that was previously inaccessible.

www.stiftstams.at

Achensee lake



Stams Abbey Museum



EXPLORING EVEN
FURTHER

UP TO THREE

HOURS AWAY

SALZBURG - SMALL BUT WORLD FAMOUS CITY

People know the city of Salzburg as the birthplace and workplace of Wolfgang Amadeus Mozart and the setting of the "Sound of Music". Visitors love the narrow streets and the wide squares of the UNESCO World Heritage Site, the Salzburger Nockerln (a sweet soufflé served as a dessert), the Salzburg Festival and the magnificent mountain panorama. The Baroque city is a harmonious interplay of landscape and architecture, art and culture, tradition and modernity in such a confined space. Wonderfully small, beautifully cultured and yet truly sophisticated.

www.salzburg.info

MUNICH - COSMOPOLITAN VIBE BUT VERY BAVARIAN

It's the incomparable mix of open-mindedness and conservatism, of high-tech and tradition, of innovation and easy-going charm that makes Munich so irresistible. The beauty of the architecture, exclusive shopping and award-winning restaurants are just as much part of the major city of art, culture and science as its trendy districts and beer gardens, great football, the River Isar beach and the English Garden. A city to enjoy, laid-back and confident!

www.einfach-muenchen.de

Salzburg at night



Munich



HIGHLINE179 - A GOOD HEAD FOR HEIGHTS? THIS WILL TEST YOU!

A view with a thrill – at the heart of an idyllic landscape, surrounded by kilometres of forests and impressive mountains, the highline179 bridge spans the valley to connect the historic ruins of Ehrenberg Castle and Fort Claudia. After a thorough examination it's been listed in the Guinness Book of World Records as "the longest pedestrian suspension bridge in Tibetan style". Due to its slim and open design, visitors to highline179 can enjoy a unique floating feeling. At a height of 114 metres and with a 360-degree panoramic view, this makes for a very special visit.

www.highline179.tirol

highline179



EXPLORING EVEN
FURTHER

NEUSCHWANSTEIN - PERFECT FAIRY TALE CASTLE

Reminiscent of Lohengrin and the pageantry of bygone days, today it's one of the most visited castles in Europe, attracting around 1.4 million people to the "Castle of the Fairy Tale King" every year. Neuschwanstein was opened to the public just seven weeks after King Ludwig II's death in 1886. It's one of fate's ironies that the reclusive king had originally had the castle built so he could withdraw from public life. Instead his refuge has become a real crowd puller.

Walt Disney, the American filmmaker and amusement park builder, also took Neuschwanstein as his inspiration for the scenes in his cult animated films such as "Cinderella" and "Sleeping Beauty" as well as for the buildings at the Disneyland Resort in Anaheim in California and Disneyland in Paris.

www.neuschwanstein.de



Neuschwanstein Castle

EXPLORING EVEN
FURTHER

Neuschwanstein Castle



VERONA – HOME TO ROMEO AND JULIA AND THE “DOLCE VITA”

The famous city of love, Verona is a medieval city in the northern Italian region of Veneto and a much sought-after destination for those in the throes of new love. Famous as the setting for Shakespeare's "Romeo and Juliet", it houses a 14th-century building known as the "Juliet House" which has achieved cult status as the place to pop the question. Verona's Arena is a must see: a huge Roman amphitheatre dating from the 1st century where concerts and opera performances regularly take place.

www.turismoverona.eu

THE DOLOMITES - AWESOME UNESCO WORLD HERITAGE SITE

Just a stone's throw away from Innsbruck, the Three Peaks are the landmark of the largest open-air museum in the world, and there's a summer circular trail to take you right round. They are among the most famous crags in the Dolomites, which were recognised by UNESCO as a World Heritage Site in 2009. It's also worth hiking to the beautiful Fanes-Alm hut or Plan de Corones (Kronplatz) mountain, not least to admire the construction of the Corones Messner Mountain Museum. On its summit, at 2,275 m, stands this masterpiece by star architect Zaha Hadid which tells the story of alpinism in a most impressive way.

www.suedtirol.com/dolomiten and www.kronplatz.com

Verona



EXPLORING EVEN FURTHER

The Three Peaks



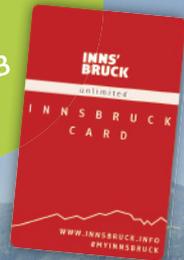
Dolomites



OUR WEEKEND IN INNSBRUCK – HAS IT ALL!

BUSINESS AND
URBAN WHISPERS

TIP:
72-HOURS
INNSBRUCK CARD
IS JUST
THE JOB



FRIDAY

This year I'm combining my exhibition at the Innsbruck Autumn Fair with a private weekend. We managed to get my girlfriend a direct flight to Innsbruck so she can easily follow me. While I'm still packing up at the fair, she's already rummaging around the Old Town. We've got lots planned, having discovered some great stories about the city's unusual features on the Innsbruck Blog. As well as the main sights, we've also got nature and culture on our "to do" list. Before dinner we enjoy a sundowner in the outdoor area of Bar 360° and enjoy the great views over the whole city.

Dinner afterwards at "Oscar kocht" (Oscar cooks) delivers what it promises: exciting cuisine in a friendly and relaxed ambience. We reserved a table in this much sought after restaurant well in advance. We then treat ourselves to a nightcap in the aDLERS Bar before falling into bed, tired but very happy. And how convenient that our room's just a few floors below.

Bar 360°



SATURDAY

Innsbruck awaits! After a hearty breakfast we head for the Old Town because, it goes without saying, our "Innsbruck warm up" must also include a wander round the city. We start our sightseeing with the famous classic, the Golden Roof (Goldenes Dachl). On the way there we stroll through the winding streets of the Old Town, past historic buildings, small shops and cosy cafes. Innsbruck has an incomparable charm. And best of all: the Imperial Palace (Hofburg), Triumphal Arch (Triumphbogen) and City Tower (Stadtturm) are all within walking distance. The colourful row of buildings in the St. Nikolaus and Mariahilf districts really appealed to us. It's probably one of the city's most popular photo motifs, so we have to take a selfie in front of it! But we're also keen to have a look behind the scenes because St. Nikolaus shows the

authentic side of Innsbruck. A district undergoing much change. This mix of history, creativity and modernity is really exciting. We make a very worthwhile detour to the Haepinest Café, not least because of the delicious coffee. In the afternoon we conclude our tour with a visit to Ambras Castle, also easy to get to and, what's more, with the Innsbruck Card travel on the Sightseer Bus is free. It's a wonderful autumn day with romance in the air, just like in a picture book. We take a leisurely walk through the park with duck pond, peacocks and Renaissance herb garden. The interior of the castle also has lots to offer with its many rooms and insights into past centuries. Back in town, we stop off at the Oniriq restaurant for the evening meal and then end the day with a cocktail in the Kater Noster. **Our cocktail tip:** the "Innsbruck Mule".



Innsbruck's Old Town



SUNDAY

On Sunday we opt for outdoor relaxation. The mountain calls – us as well! The mountain panorama around Innsbruck is unique and a ride up to the Nordkette mountains is obligatory. The futuristic railway stations, designed by Zaha Hadid, are in themselves an impressive starting point. From there we take the Nordkettenbahnen funicular and cable car up to the Seegrube and then even higher up to the famous Hafelekar. Well-known from film and television – I need only mention "Geierwally" and "Sissi" ... but as you can see – rightly so. The 360° view is breathtaking and getting there requires no great effort, as it's just a 15-minute walk from the station to the

summit. There's no longer any snow but the air is tinglingly fresh. Fortunately we're well equipped with our jackets and warm sweaters. At noon we make for the Seegrube restaurant where, high above the rooftops of the city, they serve typical Tyrolean dishes, garnished with incredible views. In the afternoon there's still some time for art. In the Taxispalais Kunsthalle Tirol and Kunstraum Innsbruck on Maria-Theresien-Strasse we come across an interesting cross section of contemporary art before we have to leave for the airport.

Though our return flight is late evening, we agree: such a wonderful weekend in Innsbruck is over far too soon. There was just enough time to whet the appetite. For Whitsun we've just put aside a whole week for biking and hiking to explore Innsbruck's regions. As a golfer, the Mieming Plateau also appeals to me, and my girlfriend also fancies making use of the opportunity to go down to Verona and Lake Garda. From Innsbruck it's only three hours by train. But it's already quite clear: even a week won't be long enough...

More personal tales & stories:
blog.innsbruck.info
[#myinnsbruck](https://twitter.com/myinnsbruck)

EXPLORE THE

EVEN MORE INNSBRUCK HIDDEN CURIOSITIES

The essence of a city is hidden in its characteristic details and cherished treasures and curiosities. Often you have to take a closer look, take time to have a second look to discover the unusual features. Or else you should have had a chat with the locals to find out where you can find the hidden gems, enjoy fine dining, do some shopping or go out. Such lovely small things - boutiques, shops, restaurants, bars, nooks and crannies and squares – we've put them together for you in a themed compilation.



BRINING COURTNEY

SPIRIT OF ADVENTURE AND
THIRST FOR ACTION



Winter Sports Area by Tom Taylor



SHOPPING - BOUTIQUES AND CURIOSITIES

WALDE SEIFEN

Austria's oldest soap factory, founded in 1777, is now in its eighth generation. The original factory in Innstrasse is today a soap specialist. The incomparable scent of herbs and sense of tradition make this really worth a visit!

www.walde.at

SPURART

Tailor-made for the slopes! In the workshop where they make skis, snowboards and splitboards, you can either build your own or have them custom-made. The unique items are already available from €750.

www.spurart.at

NOWHERE STORE

Young, cool shop in Anichstrasse with hip customers and appropriate outfits by trendy labels such as Cheap Monday, Lazy Oaf and Obey as well as catering for music lovers' new found passion for vinyl. "Nowhere Vintage", probably the coolest vintage store in Innsbruck, is directly opposite.

nowherefashion.bigcartel.com

TIROLER EDLES

Exquisite, very Tyrolean and with no trace of conventional alpine folklore kitsch. The concept store in the heart of the Old Town sells natural products with a Tyrolean connection as own brand labels such as "Tiroler Edle" chocolate, "Tiroler Reine" soaps and "Tiroler Edler" fine spirits and liqueurs. They also stock originals such as felt slippers made from Tyrolean sheep's wool, fine glass objects and original shirts.

www.tiroleredles.at

AWARD-WINNING BOOKSHOPS

Bookshelves with a wide range of fiction and non-fiction, offering incomparable advice and such a lovely place simply to spend time having a leisurely browse. Two of them have recently been awarded the Austrian Bookstore Prize: Liber Widerin at Elerstrasse 6 and the haymon bookshop at Sparkassenplatz 4.

www.liberwiederin.at

www.haymonbuchhandlung.at

SMALL BUT NICE

"S'Regional" offers genuine, regional products and selected wines. The inviting ambience tempts guests to linger while enjoying some culinary delights.

www.facebook.com/sRegionalInnsbruck

Tiroler Edle



SEEING - LITTLE GEMS OF ART AND CULTURE

HIDDEN INNER COURTYARDS & SECRET BACKYARDS

It's always worthwhile having a look into Innsbruck's many hidden courtyards. As a welcome break from the hustle and bustle of everyday city life, there's many a historical gem to be discovered off the beaten track. Look out for authentic Austrian Baroque in the courtyard of the Tyrolean Parliament building (Tiroler Landhaus). In the Rococo inner courtyard of the Trapp family's palace directly opposite there's a small cafe and idyllic rose garden. And the Great Courtyard (Grosser Burghof) of the Imperial Palace (Hofburg) is regarded by many as the most beautiful inner courtyard in Innsbruck. And if you're looking for a true oasis of peace and quiet with a Mediterranean twist, then the Cathedral Square (Domplatz) is just perfect.

FROM THE ART OF BREWING TO THE ART OF CONSTRUCTION: "DAS AUT. ARCHITEKTUR UND TIROL"

Founded in 1993 and housed since 2005 in the Adambräu brewery near Innsbruck's main railway station, there are several exhibition levels and also an "aut: lounge" communication room where visitors can enjoy lots of events, exhibitions, lectures and symposia presented by national and international experts in architecture, art and design.

Tip: there's a special programme for children and teenagers.

A CHANGE OF PERSPECTIVE: CAMPANILE IN THE TOWN HALL

The glazed viewing platform on the top floor of the Town Hall offers a wonderful view over the city from a height of 37 metres. The south side of the glass tower, by the way, was designed by the Innsbruck artist Peter Kogler. It's adorned with an irregular system of hoses and tubes to represent the intricate interconnection of the urban landscape and visually merges with the real flues on the Innsbruck roofscape which are visible through the transparent image.

CULTURAL QUARTER

The new cultural quarter (Kulturquartier) is being created around the new "House of Music" and the area around the Imperial Palace (Hofburg), the State Theatre (Landestheater) and the Court Church (Hofkirche). It's an inviting, traffic-calmed area with green spaces and seating that's continuing to evolve. Usable in all sorts of ways, it offers the potential for numerous events, the idea being that art and culture should take place not only inside the surrounding facilities but also in the open air.

STUDENT AND YOUTH CULTURE

If sporty and casual is your thing, go for a stroll along the Inn Promenade, the urban recreation area by the water! One of the places where Innsbruck's students love to hang out is between Freiburger Brücke and Universitätsbrücke. In fine weather you can chill out on the Inn embankment or under shady trees, picnic or get a bit of exercise playing table tennis or basketball, jogging, doing some CrossFit workouts or slacklining – whatever turns you on. There are also children's playgrounds for the little ones.

ENJOYING – INNSBRUCK BY NIGHT

DRINKS FOR HIGH FLIERS

You can enjoy an aperitif in the circular “360°” bar on the seventh floor of the Town Hall with a great view of the mountains. The “aDLERS Bar” in the hotel of the same name offers breathtaking views from its rooftop terrace on the 12th floor. The “Storm at Pascherkofel” is a tribute to Innsbruck’s home mountain. Another fashionable meeting place above the city rooftops is “The Penz” on the 5th Floor with its American Bar: stylish ambience, cocktails, fine wines, classy champagne and a touch of South Seas flair on the roof terrace. Get a new perspective on Innsbruck’s nightlife from the “Blaue Brigitte” loft bar, where you can enjoy fine wines, champagnes and a range of outstanding cocktails – all in a convivial atmosphere.

www.360-grad.at

www.adlers-innsbruck.com/restaurantbar/bar.html

www.the-penz.com/5th-floor.html

www.weisseskreuz.at/en/bar/

ROCK ‘N’ ROLL IN THE ALPS – HARD ROCK CAFE

The Hard Rock Cafe moved into a striking 15th century building on Maria-Theresien-Strasse in the heart of Innsbruck in 2017. Since then they’ve been serving American classics, using regional produce whenever possible, to the accompaniment of rock and pop. The menu also includes vegan and local dishes. In addition to a stage for music acts, there are exhibits by famous artists, the legendary bar and souvenir shop selling the typical Hard Rock Cafe shirts.

www.hardrock.com/cafes/innsbruck

UNDERGROUND – TRIBAUN

For beer lovers there’s this lovingly designed restaurant in the quaint underground vault in Museumstrasse. An eye-catching feature is the long bar with lots of draught and craft beers from all over Europe.

www.tribaun.com

THE NAME SAYS IT ALL – M + M BAR

Relaxed bar atmosphere in the St. Nikolaus district. The range of cocktails (more than 150!) and long drinks is spiced up with their own fine creations and seasonal specials. By the way, M + M stands for Metin and Markus, who’ve been mixing iconic drinks here for 15 years.

www.mm-bar.at

SONNENDECK BY THE INN

The Sonnendeck (Sun Deck) is a performance and events venue. It’s also a favourite meeting place for Innsbruck’s students based on the motto “And if I’m not here, I’m at the Sonnendeck”. Behind the university’s Geiwi tower on the Inn Promenade, there’s a free after-work programme in summer (Wednesdays). Pop up bars make sure there’s no shortage of drinks!

www.facebook.com/Sonnendeckofficial

CLOUD 9

The highest club in the Alps. From December to April the igloo bar right next to the Seegrube station at 1,905 m is a great place high above the city to relax, celebrate and dance. Every Friday night international DJs ramp up the temperature so much that the ice on the dance floor begins to melt!

www.nordkette.com/de/cloud-9.html

DINING – A WIDE RANGE OF EXCELLENT CUISINE

EXQUISITE AND AWARD-WINNING – SCHÖNECK

Enchanting old residence high above Innsbruck. Creative compositions lovingly garnished in keeping with Innsbruck's inn culture. Plus point: the panoramic location with magnificent views of the city.

www.wirtshaus-schoeneck.com

GASTHOF WEISSES RÖSSL – TYROLEAN CUISINE WITH TRADITION

Guests have been served here in the heart of the Old Town since the 16th century. Modern cuisine with both light and hearty dishes in traditional dining rooms with a quaint, cosy charm or outside on the beautiful summer terrace. If you fancy relaxing over a lovely glass of wine, we recommend the Rössl Bar with its mix of tradition and coolness.

www.roessler.at

DIE WILDERIN – AUTHENTIC & WIDE-RANGING

Tucked away in a side street in the Old Town, this restaurant is now an essential part of the food scene. The team around Claudia Kogler draws on creative, alpine cuisine and seasonal produce to deliver extraordinary food and has been recognised by Gault & Millau with one toque. Reservation recommended!

www.diewilderin.at

CASUAL AND YOUNG – MACHETE BURRITO KARTELL, KATER NOSTER

Two refreshing gastronomy themes for connoisseurs. Enjoy Texmex delicacies made from locally-sourced ingredients in a convivial, home-style atmosphere, with homemade drinks served in a cool and casual setting. A great place for snacks, but even better as a full night out.

www.machete-burritos.com

www.katernoster.com

THE TASTE OF ITALY – THE PIZZEREI

The restaurant on Boznerplatz square celebrates la dolce vita! Delicious pizzas and lots of authentic Italian dishes are served in a modern, laid-back ambience. Later in the evening the bar turns into a trendy meeting place. And the Paninothek, the pizzeria's sister company, is just a few steps away. It has an informal atmosphere, casual relaxed interior, serves home-baked bread specialities every day and stocks more than 500 different wines.

www.diepizzerei.at

www.paninothek.at

ONIRIQ – FOR A CULINARY WORK OF ART

"Oniriq" – a corruption of the French word for "dreamlike" – succinctly describes this ultra-modern and comfortably furnished restaurant on Innsbruck's Bürgerstrasse. And in addition to some fantastic vegetarian dishes, fish and meat are also prepared sustainably and with locally-sourced products. Creativity with food is writ large on the plate and, furthermore, guests can look forward to an enticing selection of wines.

www.oniriq.at



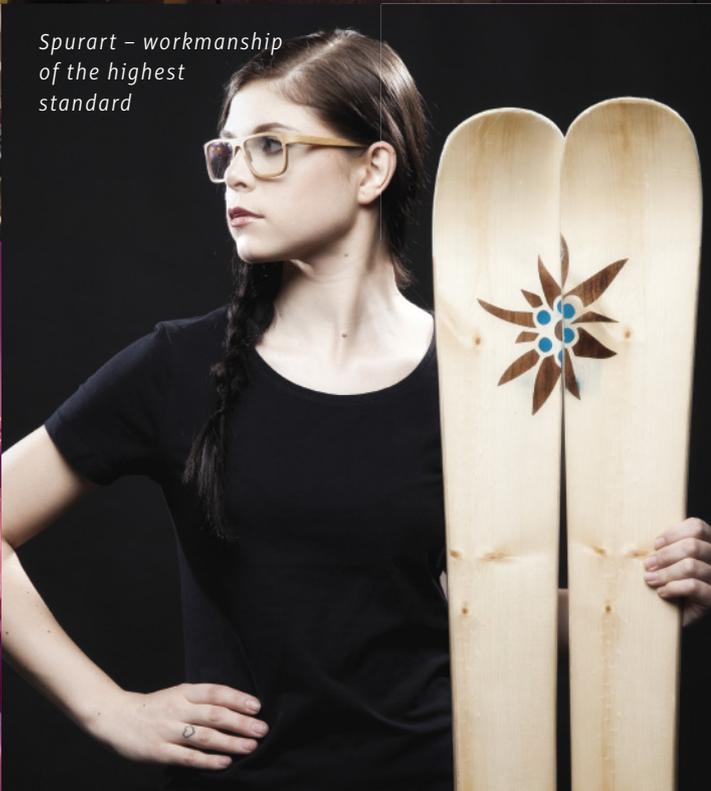
Machete – delicious burrito variations



Pizzerei



Blau Brigitte



Spurart – workmanship of the highest standard

EXPLORING THE CITY

Wiltener Platzl



Hard Rock Cafe



M + M Bar



EXPLORING
THE CITY

Nowhere Store

SPOTTING - MUST SEES FOR CINEASTS

NORDKETTE | HAFELEKAR

Film history was written here in 1956 when unforgettable scenes were filmed on the Nordkette mountains for great classics such as "The Vulture Wally" (German title: Die Geierwally) and "Sissi - The Young Empress", where Romy Schneider playing the part of Sisi succeeded in climbing to the top of Hafelekhar with Franz Josef who she affectionately called Franzl. With the funicular railway and cable cars providing a direct connection from the city, the summit is easily accessible for everyone. The famous Geierwally hut is about a 10-minute walk from the cable car mountain station and can still be viewed in its original state, albeit only from the outside. Film buffs are also drawn up here to the locations of contemporary productions such as "Hector's Journey" (2014) and various Bollywood films.

INNSBRUCK

The city was the main setting for "Tiger Zinda Hai", the latest Bollywood production of 2017. Many action scenes were filmed in Innsbruck's Old Town and the legendary Giant Hall (Riesensaal) in the Imperial Palace (Hofburg) was used as a backdrop. Also worth seeing: Hofgasse, Herzog-Friedrich-Strasse and the Golden Roof (Goldenes Dachl). The historical backdrop is also a popular motif of the two TV crime series "Tatort" and "Soko-Kitzbühel". And in the three documentaries (2002, 2017) about Tyrol's Andreas Hofer "Helden wider Willen" (The Reluctant Hero), you'll see, among other things, the Arsenal (Zeughaus), Ferdinandeum, Hafelekhar, Bergisel, Court Church (Hofkirche) with Silver Chapel and Innsbruck's Synagogue.

Tiger Zinda Hai



KÜHTAI-SELLRAINTAL VALLEY

This is a popular location for fantastic action sequences not only for the Bollywood industry, Matt Damon having also filmed here. In addition to the famous Europa Bridge, the idyllic Sellraintal valley has featured in the blockbuster "The Bourne Conspiracy" (2004).

ÖTZTAL ALPS | SÖLDEN

Tip for Bond fans: the location for the exciting mountain scenes in James Bond's "Spectre" (2015) is only an hour away from Innsbruck! The film was shot at 3,048 metres above sea level. Fans adore "007 ELEMENTS", a James Bond installation quite unlike any other in the world, inside the Gaislachkogel mountain. You can then round off a great day with some wonderful food in the near-by ice Q gourmet restaurant.

www.iceq.at and

www.007elements.soelden.com



Andreas Hofer



Original Geierwally hut
near the Seegrube



James Bond "Spectre"



TV thriller
"Baum der Erlösung"

GETTING AROUND

IN INNSBRUCK ONE CARD DOES IT ALL

Short distances, perfect connections, maximum flexibility and plenty of added value for visitors. What sounds like an ambitious promise is already reality in Innsbruck. A wide network of public transport, lifts and cable cars and alternative transport options make getting around easy – in the city and beyond. Many of them are already included in the Welcome Card and the Innsbruck Card, which also serve as admission tickets for lots of sights and highlights.

bruck

T I N G U N D



MADE EASY



GETTING AROUND

Let's start with the good news right away. Almost all of the sights described in this brochure are easily accessible by public transport. And what's even better: most of the attractions in the city centre can be visited on foot anyway.

GETTING
AROUND

DRIVING & PARKING

If you arrive by car and your hotel has no parking, you should avoid the inner city because there's no free parking. But you should also be aware that there are now parking restrictions in many of the suburbs. We recommend using the "Hafen" Park & Ride at the Innsbruck West motorway exit and at Olympiaworld. The Old Town is closed to traffic.

PUBLIC TRANSPORT

Innsbruck has an extensive bus and tram network. Tickets can be bought in tobacconists (kiosk), at vending machines or also from the driver (but only for single trips and it's more expensive). Various night bus routes run at hourly intervals from about 11 pm to about 5 am connecting almost all the city's districts and many surrounding villages.

Tip: Free use of public transport within the region is included in the Innsbruck Card and Innsbruck Card light offering. Also included are journeys on the Hop-on Hop-off Sightseer Bus and the Crystal Worlds Shuttle. That's all because the diversity of the Innsbruck region not only makes you curious, but also means you need mobility!

THE SIGHTSEER

A bus that connects the main sights including Ambras Castle, Bergisel and Alpine Zoo. The Sightseer buses run every 40 minutes and you can break your journey at any time and spend as much time at the sights as you wish. By the way, the Sightseer ticket is also valid on all IVB routes (IVB = Innsbruck Public Transport) in Innsbruck's core zone.

BY BIKE

Cycle paths, bike lanes and lots of parking facilities make the bike the ideal means of transport for shorter distances in the city. The Stadtrad rental system provides even more mobility and flexibility. Rental costs €1 for the first half hour, €2 for the next half hour and €15 for 24 hours. You can register and rent directly at more than 30 city bike terminals via app or phone.

stadtrad.ivb.at

ANOTHER WAY OF GETTING ABOUT?

If you want to get to know Innsbruck quietly and with a minimum of effort, there are lots of Segway tours such as the two-hour "Seg & the City" tour, but be aware that all tours have to be booked in advance.

segway-city.com

A SPECIAL TREAT

The Tyrolean Railway Museum (Museumsbahnen) is always organising trips in lovingly restored historic trams.

www.tmb.at

It's also possible to explore the city in style in the **FIAKER**. The horse-drawn carriages are located on the Europaratsallee between the State Theatre (Landestheater) and Congress.

ONLINE TIP

All you need to know about getting here, getting around and parking can be found on Innsbruck Tourism's travel info page www.innsbruck.info/anreise

FANCY A QUICK REFRESHING DIP?

From the stuffy plane into the cool water. The F bus route, the only public transport from the international airport, takes you to the city centre but its actual terminus is the Baggersee lake.



WELCOME CARD

WELCOME CARD – SO MUCH MORE THAN A WELCOME GREETING

Experience the freedom of a no-restriction offer with the Welcome Card. It's available if staying for two or more nights in one of the many partner businesses. The free guest card is the ideal companion for a journey of discovery throughout the

region. With such a wide range of services included, whatever your passion, the Welcome Card will give you the perfect day. From two overnight stays, guests may use all public transport services within the Innsbruck region and also receive a good number of discounts at swimming pools, lakes and other sights. And if that's not enough, every week, 18 guided mountain hiking tours are offered for nature lovers, pleasure seekers, mountaineers and families. The seven guided e-bike tours for families, beginners and serious cyclists are also included in this varied package. For those who want to discover even more, the Welcome Card plus (from three nights) offers four free trips on selected mountain lifts.

All details about the benefits of the Welcome Card are available at

www.innsbruck.info/welcome



WELCOME
CARD

WELCOME CARD

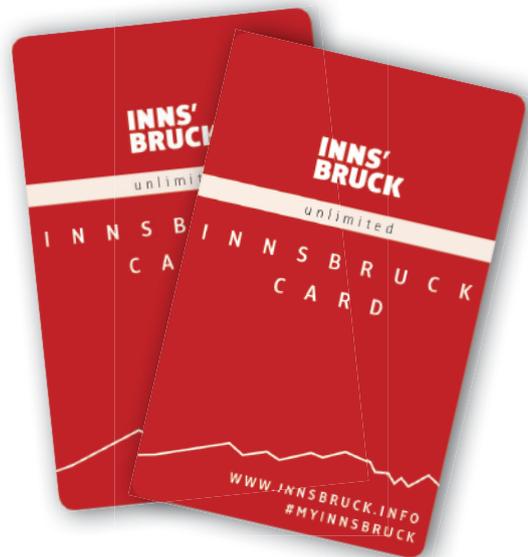
INNSBRUCK CARD



INNSBRUCK CARD – SMALL BUT HAS IT ALL

Why spend time making your mind up, when you can have almost everything with just one card? The Innsbruck Card and the Innsbruck Card light provide the key to countless urban experiences and mountain views. At an unbeatable price, they open the door to the best museums and sights in and around Innsbruck: Either free of charge or at a reduced price, they grant admission to Innsbruck's museums, one ascent and one descent on the mountain lifts in Innsbruck and surrounding area, and also to other highlights such as Swarovski Crystal Worlds or Hall Mint. What is more, free use of public transport and the Hop-on Hop-off Sightseer Bus is included in these unique all-round offerings.

You'll find detailed information here
www.innsbruck.info/ic



INNSBRUCK
CARD

View over the city from the Nordkette mountains



ELISABETH



DANIEL



PAUL



VERENA



LEA

#MYINNSBRUCK WELCOME TO THE BLOG

#MyInnsbruck introduces you to Innsbruck and its regions in all their rich diversity. Our bloggers are people with their very own stories to tell. With curiosity. With experiences. And that's exactly what we want to share: our very own, personal capital city of the Alps.

More at:
blog.innsbruck.info

...
**AND MANY
MORE
BLOGGERS**

FREE INNSBRUCK APP

The official app for the Innsbruck region.
Comprehensive maps with GPS function for hikes,
restaurants, shops and lots more.*

Download for free at



* Includes preview function and offline availability.



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