



Spring 2017

Media Briefing from Innsbruck, the Capital of the Alps.

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

The Mountains Are Calling

Olympia Ski World, offers 9 ski areas and 300 km of pistes, with skiing open until April, and the chance to enjoy a later season into May at the Stubai glacier.

Enjoy Innsbruck's unique urban alpine vibe and follow in the tracks of the champions with skiing and snowboarding in the Olympic City.

[Contact us](#) for the latest information regarding the slopes, pictures and updates.

Getting On Track

In Innsbruck and its surrounding holiday regions, biking is to summer what skiing is to winter - and spring marks the start of a superb year for the sport in the city.

The world-renowned Crankworx mountain biking festival takes place in June, and then moving from mountain to road for September's Haute Route Dolomites road cycling event, covering a challenging course from Innsbruck, over the Austrian Alps and the Italian Dolomites, to Venice.

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

We are here to help with details of routes, provide photography and give insight in the city and its surrounding villages. [Contact us for further details.](#)

A New Sense of Wellness

Innsbruck provides a great opportunity to banish the winter blues and put health and wellness on the radar.

It's an area of growing importance and the region is setting the pace with a clutch of new hotels, venue extensions and attractions joining the existing facilities offering new and innovation approaches.

[Contact us](#) for more information.



Contact Us

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

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