

Summer News in the Austrian Tirol for 2014

There's a lot to love about summer in the mountains. Walking, hiking, cycling, mountain biking and other outdoor activities have not been this popular for some time and the figures speak for themselves. Overall for Tirol last summer, 2013, brought record arrivals, with +5% (4.8 million arrivals) and the best summer results in overnight stays since 1995. The United Kingdom fared particularly well with the number of arrivals increasing +11% and the number of overnight stays increasing by +9%. Summer in Tirol is back in fashion!

The latest news from the Austrian Tirol region includes new hotels, golf resorts, tourist attractions and tour operator additions.

- **Jakobskreuz - unique mountain viewing platform**

At an altitude of 1456m in the peaceful Pillersee Valley in the Austrian Tirol, a brand new structure is being sculpted into the landscape and will become an extraordinary symbolic attraction. At the end of July, the Jakobskreuz, a 29m cross at the summit of the Buchsteinwand will open to visitors with five viewing platforms in all directions. The valley itself leads through the famous 'Way of St James', which is already popular in attracting pilgrims every year and this new symbol will become an integral part of this spiritual journey. The philosophy of the Jakobskreuz rests on four pillars: it is both a tourist destination with breath-taking views of the mountains as well as a special place to recharge your batteries, it serves as a pilgrimage site and a place for contemplation, it works as a "think tank" where innovative seminars and workshops can take place and it is a unique venue where visitors can experience exhibitions and lectures in and around the cross. The Pillerseetal is located in the easternmost part of the Austrian Tirol region surrounded by the Kitzbüheler Alps and is home to Hochfilzen, Fieberbrunn, St Jakob in Huas, Waidring and St Ulrich am Pillersee. www.pillerseetal.at

- **Two new 18 hole golf courses open this summer in the Austrian Tirol**
 - **"Golf Alpin Partner": New Kitzbühel Alps-Westendorf Golf Club**

In total there are 18 golf clubs located in the most beautiful parts of the Tirol region, 14 of which are assigned as a "Golf Alpin Partner". The Golf Alliance brings Tirol, the province of Salzburg and the Salzkammergut area under a united golf umbrella brand. In May 2014 the brand new Kitzbühel Alps-Westendorf Golf Club opened and become a Golf Alpin partner: the 18-hole golf course is set on a sunny plateau and covers a length of almost 6 kilometers in total. The golf practice area, equipped with a driving range and a chipping area, adds to the appeal for both beginners and experts alike. www.gc-kitzbueheler-alpen.at

- ◦ **Zillertal's First Golf Course**

The first golf course in the Zillertal will open in Uderns on 1st July 2014, covering an area of 65 acres and at 550m above sea level allows for a long golf season from March to November. The golf complex will boast an 18-hole championship course (Par 71), a spacious practice area with covered tees and a short-game area, PGA golf school and a clubhouse. An adjoining new 4-star superior hotel will open in the Autumn. www.golf-zillertal.at

- **New Hotel: The 5* „For Friends Hotel“ in Mösern**

On 5th July 2014 the new "[For Friends Hotel](http://www.for-friends-hotel.at)" will open in Mösern near Seefeld, only 20 kilometers from Innsbruck. Tirol's latest hotel addition blends together the ultimate in architecture, design, culinary and wellness with some of the most breath-taking panoramic views over the valley of the River Inn. The Mountain Spa promotes a philosophy concentrating on the individual's needs, offering classic treatments and more unusual therapies such as 'Körperschall Therapie'. Essentially a sound therapy it allows you to experience music through the largest ear in the world: your body and results in you feeling recharged and emotionally strengthened. One of the highlights is the stunning infinity pool, with mesmerising views of the River Inn winding through the valley below. Prices start from €170 per person on B&B in a double room with south facing balcony. The For Friends Roof Top Suite starts from €590 per person per night. The small village of Mösern is located in the Olympiaregion Seefeld and is one of Tirol's most loved summer areas. Every summer mountain activity imaginable is on offer and its close proximity to Innsbruck means it serves as a great base to venture out on day trips. www.for-friends-hotel.at; www.olympiaregionseefeld.com

- **Record-breaker! The longest pedestrian suspension bridge in the world**

For 2014 Reutte will boast a top new attraction: the world's longest pedestrian suspension bridge will connect the castle ruins of Ehrenberg ruins with Fort Claudia and will ensure a place in the Guinness Book of Records for the town of Reutte. At 403m long, it takes the glory from Japan's Kokonoe Yume bridge, which spans a length of 390m. It will be called the Highline 179, taking its name from the popular tourist route, the B179 and will reach a maximum of 110m off the ground. This route leads drivers take from the Austrian Tirol over the Fern Pass and into Germany and onto the famous tourist attractions of Neuschwanstein and Linderhof Castle. Projected opening date is October 2014. Reutte attracts those looking for hiking and biking or for more ambitious activities like climbing, canyoning and paragliding and is home to the Tirol Lech-Reutte nature park.

www.highline179.com

- **New for Summer 2014: Tirol Mountain Bike Safari**

Undertaking challenging altitude gains with steep climbs is not the appeal for all mountain bikers, especially when they can see a mountain lift heading in the same direction! For 2014 a newly designed mountain bike route will run across Tirol, utilising the existing mountain lifts and an expanded network of trails. The route will go from Nauders in the west to Kössen in the east, with 15 stages to complete over a distance of 650km and 24,500 vertical metres, of which 12,000m can now be undertaken by a network of 18 mountain lifts. A new multi-day lift ticket (3- or 6- day) will be available so mountain bikers can use it with all the participating mountain lift companies. The idea to utilise the mountain cable cars was initiated in the mid-1990s and finally in 2014 it has become a reality, after the various tourism regions have worked closely together to create a mountain bike network, using the existing lift infrastructure. All information about Tirol Mountain Bike Safari, free GPS data available for download as well as valuable tips on accommodation and where to stay <http://www.tyrol.com/bikesafari>.

Tour Operator News:

- Zenith Holidays (020 3137 7678, www.zenithholidays.co.uk) has introduced the resorts in the Oetzal for Summer 2014, including Sölden, Obergurgl and AREA47, the unique outdoor adventure centre www.area47.com.

- Inghams (01483 371100, www.inghams.co.uk) has introduced new 'Experience More' activities, including a new Learn to Yodel hiking trail from Mayrhofen in the Zillertal and Apfel Strudl making in Seefeld and St Anton.

For more information on the Tirol region www.visittirol.co.uk or keep updated at www.facebook.com/visittirol or follow us on Twitter [@VisitTirol](https://twitter.com/VisitTirol)

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For further information and images contact:

Becky Horton, Horton PR

becky.horton@hortonpr.co.uk; 020 8330 2143; 07766 738020

Patricia Meixner, Marketing UK, Tirol Tourist Board

Patricia.Meixner@tirolwerbung.at, Tel. +43 512 5320 643