

## Find Your Alpine ‘Lebensgefühl’: 365 Days in the Austrian Alps

Travelling transforms us, nowhere more so than in the Austrian Alps. The mountain landscapes, wealth of outdoor experiences and Austrian “Lebensgefühl” leave a lasting impression, making way for new inspiration, insights and ideas.

We like to call this the [Austrian synapse](#), shared only by those who have visited our country of mountains, lakes and cities. Let us take you on a journey through this year’s alpine regions, where outdoor adventures meet award-winning cuisine and tranquil pastures.

### Kitzbühel – the Crown Jewel of the Alps

The most legendary sports town in the Alps is a world-famous ski hub, but it continues to deliver after the season has drawn to an end, with more than 1,000 km of hiking trails including the iconic Streif and in excess of 80 bike routes that are easily accessible by cable car. Four golf courses and three bathing lakes invite tired legs to take a break, whilst over 60 mountain huts and restaurants serve everything from hearty local specialities to high-end international cuisine. There’s no such thing as bad weather in [Kitzbühel](#) either, with plenty of spas, museums, excursion destinations and elegant boutiques to choose from. Got the padel bug? Kitzbühel Tourism launched two new padel courts on Reither Wiese in August 2025, which will be available to book again after the winter break in March 2026.

### St. Johann in Tirol – for a perfect family holiday

[St. Johann in Tirol](#) is a year-round outdoor playground for all ages. An exceptionally family-friendly and affordable resort with a fantastic mix of mountain activities, breathtaking landscapes and traditional Austrian culture, you’ll be talking about your time here for years to come. Set off on a family mountain bike tour or challenge yourselves to climb a summit in the warmer months, give white water rafting a go or embark on a hot air balloon ride! Younger kids will love Moor & More Adventure World and the Schnackler Adventure Trail, whilst a special activity programme ensures teens are kept on their toes too. St. Johann in Tirol is an excellent resort to experience alpine traditions, whether sampling local produce at the weekly market (held every Friday from 13th March to 20th November 2026 with the exception of public holidays) or taking a seat at the 595 m long table of the annual Dumpling Festival, where over 26,000 dumplings are served alongside live music and plenty of local charm. In the winter, this is a great place for beginner skiers and family winter holidays.

## Paznaun-Ischgl – premium nature, sports and food

Do you love stunning vistas, setting yourself a new challenge and high-end hospitality? [Paznaun-Ischgl](#) offers it all, with over 1,000 km of hiking trails, 754 km of biking routes, numerous lakes and pools to cool off in, plus more four- and five-star hotels and award-winning restaurants than most other alpine resorts in Austria. Oh yes, we're talking the good life here! Foodies should be sure not to miss this year's Culinary Paznaun event series, taking place from 3rd July to 4th October 2026. Enjoy a hike to one of the participating mountain lodges, where top local chefs create exclusive dishes made from the best regional ingredients. In winter, Paznaun-Ischgl scores with pistes for all skill levels, ski-in/ski out options, romantic winter walks and fun tobogganing runs, plus tons of events such as the Top of the Mountain Concert series.

## Lech Zürs – the luxury of space and time

Guaranteed snow in winter and fresh alpine air in summer make the high-altitude destination of [Lech Zürs](#) an exclusive place to find balance, clarity and natural strength in every season. The vast mountains deliver access to first-class slopes and freeride terrain well into spring, and varied hiking trails, flowering meadows and clear streams throughout summer. Golden autumn promises a spectacular play of colour, making it a particularly Instagrammable time to visit. And named "World Gourmet Village" by Falstaff and Vöslauer, you'll be sharing snaps of local dining experiences whatever the season, with Lech Zürs boasting the world's highest density of award-winning restaurants per capita. Fancy working up an appetite? The White Ring ski race celebrated its 20th anniversary in January 2026 and the legendary circuit can be discovered from a completely different perspective throughout the warmer months too. The 28.5 km Green Ring hike leads around Lech Zürs in three stages, through forests and meadows, past beautiful mountain lakes.

## Innsbruck – your city-mountain escape

Can't decide between city break or mountain getaway? A trip to [Innsbruck](#) offers the best of both! Stroll through the delightful Old Town with its iconic Golden Roof and vibrant café culture in the morning, then hop on the Nordkettenbahn to be at 2,000 m in just 20 minutes. From here, winter visitors can set off on snowshoes, whizz down the slopes or toboggan runs, or head off-piste on memorable ski tours. And once the snow-covered surroundings have made way for green forests, flowering meadows and gushing waterfalls, it's time for extensive hikes, bike tours and climbing adventures. Those looking for something different could give upstream surfing a go or book one of the special all-year experiences such as a llama hike or sightseeing flight over the Alps.

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## St. Anton am Arlberg – active experiences and alpine wellness

[St. Anton am Arlberg](#) is a true year-round destination, offering world-renowned skiing in winter and a range of outdoor activities in summer, including hiking (400 km of trails), biking (220 km), canyoning, climbing, and much more. Lively après-ski makes way for cultural events, concerts and traditional festivals, complemented by an excellent dining scene. Those looking for alternative ways to unwind will enjoy serene flower walks and spa experiences. An absolute must for all yogis from beginners to advanced is the Mountain Yoga Festival, taking place from 3rd to 6th September 2026. This annual event combines yoga sessions up on the mountain and down in the valley with guided hikes, entertainment and special vegetarian and vegan lunches that allow you to truly taste the quality of the local products and cuisine.

## Rauris Valley – a true alpine idyll

Nestled amidst the peaks of Hohe Tauern National Park, the [Rauris Valley](#) in SalzburgerLand invites you to escape the everyday and immerse yourself in pure alpine nature all year round. Wide valleys, protected landscapes and a strong sense of space clear the mind, whilst themed trails, treasure hunts at two gold panning sites, water play areas and opportunities to spot birds of prey ignite kids with a love of nature. A real educational day out for the whole family is Rauris primeval forest. One of Austria's natural jewels, a themed trail leads through the centuries-old forest with a small museum providing information about the geological formation and flora and fauna of the area plus plenty of places to stop for a bite to eat along the way. Another once-in-a-lifetime experience for all ages is an evening torchlit hike through Kitzloch Gorge, taking place on select dates between 21<sup>st</sup> July and 25<sup>th</sup> August 2026.

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