

Big Air is coming home: AIRDRENALINE brings FIS World Cup events to the Bergisel

On 27 and 28 November 2026, a new event will make its debut at the Bergisel in Innsbruck. AIRDRENALINE combines sporting competitions as part of the FIS Freeski and Snowboard World Cup with an internationally renowned music programme, featuring rap stars such as Bonez MC & RAF Camora. Around 10,000 visitors are expected each day. Ticket sales will begin on Friday, 28 August 2026 at 12 noon.

As the opening event of the 2026/27 FIS World Cup season, AIRDRENALINE is expected to welcome around 160 international athletes. On 27 November 2026, the first day of the event, freeski competitions will take place at the Bergisel for the very first time. The second day will be dedicated entirely to the snowboarding elite. A women's and a men's contest are planned for each discipline. The first freeskiers and snowboarders set to compete at Bergisel are due to be announced from October onwards. With AIRDRENALINE, Innsbruck joins the global sporting events calendar alongside venues such as Beijing (CN), Laax (CH) and Aspen (USA). The event was initiated by 'Air & Style' founder Andrew Hourmont in close collaboration with Live Nation, a global live entertainment organiser. Alongside international sponsors, the Province of Tyrol, the City of Innsbruck and Innsbruck Tourism are on board as host city partners and cooperation partners, contributing just under a quarter of the expected total budget.

As well as its sporting and international significance, AIRDRENALINE also acts as a catalyst for the local economy, generating tangible benefits for the region: the 20,000 visitors expected – including numerous guests travelling specifically for the event – as well as the international athletes and their teams will create additional demand for accommodation, catering and retail. Thanks to the extensive media coverage via television, live streaming and social media, Innsbruck and the region will gain visibility beyond the immediate event itself. The associated tourism, economic and international benefits were decisive in securing support from the Province of Tyrol, the City of Innsbruck and Innsbruck Tourism.

Cultural programme and local scene

The sporting programme is complemented by a top-class musical line-up from the German-speaking hip-hop and rap scene. On Friday 27 November 2026, K.I.Z, as headliners, and SSIO will provide the perfect soundtrack to kick off AIRDRENALINE. With several number-one albums to their name, including the 2024 release 'Görlitzer Park', K.I.Z are among the most successful and influential voices on the German rap scene.

On Saturday, 28 November 2026, two further giants of the German-speaking rap scene – Bonez MC & RAF Camora – will take to the stage together. With their "Palmen aus Plastik" series, the duo have shaped the German-language hip-hop scene and set multiple streaming records. Bonez MC is also the record-holder in the Official German Hip-Hop Charts, with 34 top chart positions to date. The line-up on Saturday is rounded off by the German musician Badmómzjay.

This means that on both days of the event, AIRDRENALINE will be bringing artists to the stage who embody high-energy hip-hop, rap and an urban lifestyle.

"We want to appeal to precisely those scenes and target audiences that also shape the worlds of freeskiing and snowboarding," explains Lars-Oliver Vogt, President of Live Nation Brand Partnership & Media GSA. "The combination of snowboarding, freeskiing, music and urban culture fits perfectly with our aim of creating unforgettable and emotional moments. And if there's one place in the world where a big-air event belongs, it's Innsbruck – and specifically the Bergisel. The city is regarded as the beating heart of the European snowboarding and freeskiing scene – this is where the foundations of this culture were laid, and this is exactly where we want to continue writing its history. The Bergisel offers an exceptional stage for this – internationally renowned and, at the same time, deeply connected to Innsbruck."

Consultant Andrew Hourmont invented the 'Big Air' discipline in Innsbruck in 1994. Today, together with the organiser, he has a clear vision for AIRDRENALINE: "We want to create an event that brings together sport,

music and community, one that is of international calibre whilst remaining firmly rooted in the local area. This is also reflected in our collaboration with local partners and service providers – from naming and graphic design right through to on-site implementation, numerous creative minds from the Tyrolean creative and sporting scenes are involved.”

The combination of the Big Air World Cup, live music and the urban community will make AIRDRENALINE, on 27 and 28 November 2026, a new meeting place for sports fans, music enthusiasts and the younger generation. Designed as a recurring event, it is set to continue in 2027. A live stream is planned for both days.

Further information about the event is available at www.airdrenaline.world.

Day tickets are available from 79 euros for Friday and from 89 euros for Sunday. The two-day ticket is available from 139 euros. In addition, there will be a limited number of discounted tickets for students, apprentices and school pupils. VIP packages are also available.

Tickets will be available from 28 August 2026 at 12 noon on www.airdrenaline.world/tickets.

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