



Unique. Natural. Unforgettable.

Mountain summer in the Mayrhofen-Hippach holiday region

Mayrhofen-Hippach holiday region, with its 150 years of tourism history, is considered the birthplace of alpine tourism in the Ziller Valley. Nestled in the midst of magnificent natural landscapes betwixt lush green meadows and imposing peaks, the region offers a diverse selection of leisure activities: 532 kilometres of well-maintained **hiking trails**, first-class bouldering and climbing areas as well as via ferrata routes, 40 designated bike routes, four breathtaking tributary valleys and the 422 km² Zillertal Alps Nature Park. New things to discover this summer: the recently opened **BergWaldWeg** (Mountain Forest Trail) on Mount Penken, which guarantees a fabulously scenic hike, the completely renovated Nature Park House in Ginzling with its new "Schätze im Verborgenen - Hidden Treasures" exhibition and a colourful array of events that guarantee the best entertainment for every taste. Not to mention the wonderful mountain attractions united under the Mountopolis brand. A region that is unique in its diversity, close to nature and simply unforgettable.

Hiking: from easy to challenging

Not only classic hiking and mountaineering, but also the ever-increasingly popular long-distance hiking are some of the main activities offered by Zillertal mountain summers, be it to inviting alpine farms or peaks with stunning views, following the footsteps of mountaineering legend **Peter Habeler**, or on a guided hike in the Zillertal Alps Nature Park. The **Berlin High Trail** is famous far beyond the provincial borders. It takes seven days to conquer this demanding long-distance hike of 70 kilometres, encompassing some 6,700 metres in elevation difference. The eponymous **Berlin Hut** is a listed masterpiece from the 19th century and reminiscent of the pioneering days of alpinism.

New this summer: **BergWaldWeg** (mountain forest trail), which leads from the Penkenbahn cable car top station to the Finkenberger Almbahnen middle station. Experience the gently rugged mountain world along the recently constructed BergWaldWeg, with magnificent views of Mount Ahorn mountain opposite, Mountopolis' second adventure mountain, as well as the Stillup Valley.

The **Stilluptal Waterfall Trail** in the eponymous **Mayrhofen tributary valley** is another incredibly special project. The adventure trail traverses romantic torrents several times and leads past picturesque alpine pastures. With a trail length of 8 kilometres, the Waterfall Trail creates refreshing "downtime" in summer and invites you to linger and relax with its pleasant places to wind down and take a break.



Climbing: from via ferrata to bouldering walls

The climbing mecca around the **mountaineering village of Ginzling** is a magnet for sports enthusiasts who want to test their limits on the rock. The first-class "Ewige Jagdböden" climbing garden, imposing "Kaseler Alm" bouldering rocks and demanding "Nasenwand" Nature Park via ferrata are particularly popular. Moreover, the versatile range of climbing facilities is complemented by other via ferrata routes in the region in varying degrees of difficulty.

A veritable gem - the new Nature Park House

The Zillertal Alps Nature Park Visitor Centre is also located in the mountaineering village of Ginzling, which will be reopening in June after having undergone major refurbishments. One particular highlight is the spacious exhibition area of 500 m², which extends over two floors and is dedicated to the theme of "**Hidden Treasures**". In addition to the famous "Zillertal garnets", exquisite finds from Walter Ungerank's mineral collection are on display. Something to definitely add to your "to do" list!

Biking: from leisurely to action-packed

For those who prefer to explore the Zillertal Valley from the saddle, a network of 800 km of well-developed cycle paths offers a multitude of bike tours. A bike trip up Mount Penken is guaranteed to get your calves screaming for mercy. Those looking for a more relaxed experience, will prefer an excursion on the wide and sunny Zillertal Cycle Path, which leads from Mayrhofen to Strass. A ride on the Zillertal Railway and its nostalgic steam locomotive provides an alternative ride home.

The range of "**Bike & Hike Tours**" is quite unique on the Mayrhofen-Hippach holiday region. The long tributary valleys are virtually predestined for this combination of bike and hiking tours. Longer distances seem shorter by bike, before the time saved can be used to hike to a higher mountain hut or summit. As a special service, the holiday region has set up its own bike parking spaces, which allow you to park your bikes safely.

Mountopolis - Boredom? Not a chance!

Ready for fun, action and memorable moments? For your very own adventure story? Then what are you waiting for? Mountopolis by Mayrhofner Bergbahnen awaits with fabulous adventures in nature. Derived from MOUNTain and metrOPOLIS, the new brand represents the sheer diversity offered by Mounts Ahorn & Penken. The duo has much to offer. In refreshing, playful style. Here, adventure lovers and those seeking the essential pleasures of rest and relaxation are equally well catered for with varied opportunities for being active in the fresh mountain air, right in the heart of the alpine setting of the Zillertal Valley. And the best part of it all? Mountopolis is the place to be for those who love mountain experiences: Young "wild ones" and old "hands", adventure-hungry families and ambitious athletes. Everyone can write their very own summer fairy tale here.



Slip on your running shoes and off you go!

With **seven new trail running routes**, runners can now expect varied landscapes and perfect running conditions. The best feature: all routes are circuits and bring the runner back to the starting point. So nothing stands in the way of the much-vaunted "runner's high" feeling - except perhaps your own inner couch potato.

Those looking for a special challenge can tackle the "Kröllli Trail", which was devised by the famous Zillertal mountain runner, Markus Kröll.

Strasserhäusl - a piece of local history comes alive

The reopened "Strasserhäusl", on the other hand, offers a historical journey back through time without any need for physical exertion. The Strasser Family lived here in the 19th Century, and it was from here in 1831 that their children took the "Silent night - Holy night" Christmas carol to Leipzig - from where it spread all over the world. A visit through the various rooms of the house gives you a fascinating glimpse of life in the old days. In addition to a traditional museum experience, you can now also immerse yourself virtually in the world of the Strasser children with the help of an interactive experience tour (Locandy App).

There's always something going on in Mayrhofen

Mayrhofen-Hippach holiday region is also famed for its numerous musical events. Visitors can expect a colourful medley of events once again this summer. The popular **brass music festival**, Blechlawine3.0 from 8th to 11th June at the Waldfestplatz Forest Festival Area in Mayrhofen, will kick things off, promising an extraordinary feast for the ears. Entertainment continues in lively fashion at various mountain huts with "Blechlawine am Berg" and "Hoo Ruck am Berg." Mayrhofen Town Band is celebrating a special anniversary - its 200th anniversary - and promises a festival lasting several days with numerous highlights. Moreover, the customary open air concerts and a colourful entertainment programme are planned for the many outdoor restaurants and cafés.

Farmers' & Musical Autumn

The new event series "Zillertal Farmers' & Musical Autumn" celebrates its premiere in September. The innovative concept is based on **four cornerstones: agriculture, gastronomy, music and custom**, which are presented together by local farmers, restaurateurs and the Mayrhofen-Hippach Tourism Association. Regional specialities are just as much the focal point as old customs and authentic Zillertal music. The detailed programme can be found under www.mayrhofen.at/bauern-und-musikherbst

Exciting **running events** are also a good reason to visit the holiday region this summer. Schlegeis3000 Skyrace running event kicks things off, followed by the traditional **Steinbock March and Run** and, last but not least: the international **Mayrhofen Ultraks Zillertal Trail Run** as the crowning finale in September.



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