



A Summer Retreat in Mayrhofen-Hippach

As temperatures rise, the Mayrhofen-Hippach holiday region becomes the perfect retreat for anyone looking to enjoy summer in an active, mindful way – with a welcome dose of mountain freshness. Cool high-altitude landscapes, crisp alpine air, refreshing waterside spots and breathtaking natural scenery reveal the mountains at their very best. Whether hiking, biking, climbing, exploring or simply catching your breath, Mayrhofen-Hippach offers the perfect summer escape for those looking to leave the heat behind and head up into the mountains.

Coolcation in the Mountains

Cool mountain air, higher elevations, shaded trails and refreshing waterside havens make Mayrhofen-Hippach the ideal destination during the warmer months. The region's four side valleys, the Zillertal Alps Nature Park and its wealth of mountain experiences provide the perfect setting for active getaways, memorable encounters with nature and moments of pure relaxation.

Mountopolis Adventures

Mountopolis has plenty of exciting experiences in store this summer. One of the highlights is the SkyRide Ahorn, where visitors can enjoy the open-air panoramic deck on the roof of the Ahorn cable car – Austria's largest aerial tramway – with spectacular 360-degree views of the surrounding mountains. On Penken mountain, the new "Beweg dich schlau!" ("Move Smart!") activity course by Felix Neureuther, located beside the FunSportStation Penken, encourages playful movement while improving coordination, balance and agility. Families can also look forward to the new AlbertAdler Challenge along the AlbertAdler Adventure Trail. Special mountain moments also include the Sunrise and Sunset Gondola rides on the Ahorn.

New Perspectives

The new **Sky Bridge** on the Zimmereben via ferrata spans an impressive 48 metres high above the ground, offering breathtaking panoramic views over Mayrhofen-Hippach. As the first bridge of its kind, it leads directly into a mountain restaurant terrace, combining alpine adventure with a well-earned refreshment stop.

New photo points created as part of the 6 Places, 6 Stories initiative will also help visitors capture lasting holiday memories. Located across the region's six villages – Mayrhofen, Hippach, Schwendau, Ramsau, Brandberg and Ginzling – the specially designed illuminated installations reflect each village's unique character, symbols and stories, inviting guests to capture unforgettable moments of their stay.

An Outdoor Paradise

The Mayrhofen-Hippach holiday region remains a paradise for anyone who loves an active summer holiday. Around **532 kilometres of hiking trails**, family-friendly themed walks, panoramic mountain tours, via ferratas and an extensive network of cycling routes invite visitors to experience nature at its finest. From the valley floor to the high mountains and the High Alpine Zillertal Alps Nature Park, nature



lovers, those seeking peace and quiet, and ambitious outdoor enthusiasts alike will find spectacular settings for an unforgettable summer in the Alps.

Music, Festivals and Sporting Highlights

Alongside its outstanding natural surroundings, the varied events calendar plays a major role in shaping summer in the Mayrhofen-Hippach holiday region. Mountain concerts, traditional open-air brass band performances, lively festivals, culinary events and sporting highlights bring visitors and locals together while showcasing the region's rich traditions and vibrant culture. From the Ursprung Buam Festival, the Hippach Schmankerl Festival and the Mayrhofen Street Festival to the Zillertal Ibex March, Ibex Run and the Mayrhofen Ultraks, the programme offers something for everyone – from traditional and musical to sporting and gastronomic delights.

Whether you're planning an active break, a family holiday or a relaxing mountain escape, Mayrhofen-Hippach demonstrates just how diverse a summer in the Zillertal can be: reaching new heights, immersing yourself in nature and leaving with memories that stay with you long after you've returned home – true to the motto: *"you never really leave."*

For highlights, event dates and excursion tips, visit www.mayrhofen.at

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