



## High Times and Centre Stage: Summer in the Mayrhofen-Hippach Holiday Region

When Zillertal finds itself in the heart of summer's embrace, Mayrhofen-Hippach holiday region transforms into a spectacular stage – nature's own open-air theatre, where awe-inspiring landscapes, adventure-filled days, and a dazzling line-up of events take the spotlight. Whether it's watching the sunrise from Mount Ahorn, soaking up the views from the brand-new "SkyRide" gondola or the new "Himmelsbrücke" bridge on the Zimmereben via ferrata, or dancing the night away at a local festivity – summer 2025 promises a season full of surprises and plenty of heart-warming moments.

### New Highlights for Spectacular Vistas

Taking things to the next level – quite literally. Summer 2025 welcomes the **SkyRide Ahorn**. This unique, open-deck gondola ride on Austria's largest cable car, the mighty Ahornbahn, offers an exhilarating experience available for a small surcharge. The **Greifenbrücke Bridge** is yet another highlight – suspended above Mayrhofen and 60 metres in length, it was added to the Albert Adler Adventure Trail on Mount Ahorn in autumn 2024.

Also new on the scene: the "**Beweg dich schlau!**" **parcours**" by **Felix Neureuther** on Mount Penken where people of every age can train their dexterity, balance and coordination in a fun environment.

Back at Zimmereben, the daring can now conquer the airy **Himmelsbrücke** – a rope bridge where the thrill of via ferrata climbing combines with breathtaking views, ending conveniently right at the Gasthaus for a well-earned bite.

### Active Holidays

In addition to these new attractions, Mayrhofen-Hippach remains a paradise for lovers of the great outdoors: with a sprawling network of 532 km of hiking trails, family-friendly themed paths, climbing routes, adrenaline-pumping activities and over 40 cycling trails to suit every mood. Add in four idyllic side valleys and the Zillertal Alps Nature Park - a pristine 422 km<sup>2</sup> stretch of alpine wilderness – and you've got the perfect recipe for natural magic.

### Rain or Shine, It's Adventure Time

Even if the sun decides to take a break, there are still plenty to discover: the new **Badehaus** at Neuhaus Zillertal Resort boasts a luxurious 5,800 m<sup>2</sup> wellness wonderland – perfect for unwinding, recharging, and quality time. Another family favourite is the Erlebnisbad Mayrhofen adventure pool with slides, a children's area and an outdoor pool – a popular destination for little water lovers and big wellness fans alike. For curious minds, the **VISORIUM** offers a mind-bending, multimedia journey through Tyrolean history and culture – entirely weather-proof. And if you're in the mood to relax, **Mayrhofen's cinema** screens the latest films for the whole family.



## Music, Great Food & Living Traditions

This holiday region has always been known for its vibrant calendar of events, which will once again deliver plenty of memorable moments in 2025: from early July, the hills come alive with “**Music on the Mountain**”, where traditional Zillertal melodies fill the alpine air. Back in the valley, festivals such as the **Ursprung Buam Fest**, **Hippach’s Food Festival**, and the lively **Mayrhofen Street Festival** keep the rhythm going. Tap your toes at rustic tavern singalongs, or sway under the stars at **live concerts** at the Forest Festival Area. Sporty guests can experience two real highlights with the **Zillertaler Steinbock March and Run** or the **Mayrhofen Ultraks trail running event**, which offer a sporting challenge combined with breathtaking views. And for lovers of traditional soundscapes, the **Zillertaler Weisenbläsertreffen** (horn blowers meet) in Brandberg is not to be missed. The season wraps up on a high note with **village square concerts** in Mayrhofen, Hippach, Ramsau, Brandberg and Ginzling – where tradition, community, and a jolly good tune come together in perfect harmony.

A special focus has always been placed on diversity here: this is where tradition and joie de vivre waltz hand-in-hand, where nature meets culture, and familiar melodies blend with fresh perspectives. And that’s exactly what makes summer in Mayrhofen-Hippach so utterly unforgettable.

Full summer highlights, event dates, and excursion tips at [www.mayrhofen.at](http://www.mayrhofen.at)

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