

Pedal your way to the perfect family Alpine break

Submitted by: Shepherd PR Limited

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*The Innsbruck tourism press kit is attached for further insight into the Capital of the Alps.

TIRED of beach breaks and the same-old holiday routines? If you want to shake things up and give the kids an active treat, check out a pedal-powered Innsbruck city break with a difference.

New for Summer 2017, the Capital of the Alps, Innsbruck, is launching a purpose-built Bikepark set amid stunning Alpine backdrops making the perfect destination for a fun-filled gentle introduction to family biking.

With welcoming outdoor temperatures and sunshine, coupled with fresh mountain air, it is the perfect climate to take to the saddle, get some exercise and have great fun.

Set in the tranquil village of Mutters, just a short tram ride from the city centre, the new Bikepark Innsbruck transforms the winter ski area into a thrilling cycle and adventure world. And if you visit in late June families can marvel at the skills of top international pro riders in the awesome Crankworx Festival (www.crankworx.com/festival/innsbruck/).

Families can hire bikes and protective gear before taking to beginners trails around the mountain and through woodland tracks to learn the basics of mountain biking with jumps, roots, banked curves and wooden structures. Even better, there are cable cars and a conveyor belt to save cycling back uphill.

Then as you progress families can take to more challenging singletrack runs from the top of the mountain back down into the beautiful valley.

After families have had their fill of biking, the 'Adventure Mountain of the Year', Mutteralm has much more to offer with a fantastic water park featuring waterwheels, streams and ponds as well as a stunning forest playground with treehouses and aerial walkways (all free of charge).

Once you've been bitten by the cycling bug, why not saddle up for a discovery tour through downtown Innsbruck or explore the surrounding holiday villages as you meander along the Inn Valley Cycle Route. Then for daredevil adrenaline junkies check out Europe's toughest single track – the renowned Nordkette Singletrail – not for the faint-hearted.

Visit www.bikecity-innsbruck.com/ for details of routes, tours, cycle hire and accommodation.

There are direct flights to Innsbruck Airport from the UK throughout the summer.

For more information on the unique Alpine, urban and imperial attractions that make Innsbruck a must-see destination for tourists, visit <http://www.innsbruck.info/en>. Visitors can also call into the Tourism Information Centre at Burggraben 3, in 6020 Innsbruck or telephone +43 512 53 560.

Notes to editors

- The Austrian city of Innsbruck is known as the Capital of the Alps.
- Internationally renowned as a world-class winter sports centre, it hosted the 1964 and 1976 Winter Olympics as well as the 1984 and 1988 Winter Paralympics. It also hosted the first Winter Youth Olympics in 2012.
- This vibrant urban city is home to 130,000 people plus 30,000 students, with outstanding café culture, sporting facilities, shopping malls and imperial cultural architecture.
- The region surrounding Innsbruck incorporates 25 holiday villages on the plateaus overlooking the valley. Visit www.innsbruck.info/en/regions.html for details.

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