

# Tirol – top destination for cycling in the Alps

*With thousands of kilometres of roadbike, mountainbike and long-distance touring routes, over 100 singletrack trails and outstanding events for both professional and amateur riders, Tirol has positioned itself as the number one cycling destination in the Alps.*

The alpine region of Tirol is home to many superlatives for passionate cyclists, from the highest mountain road in Austria to the highest point accessible by roadbike and the steepest climb in the country. With 3,800km of super-smooth roads, around 5,600km of officially inspected and approved mountainbike trails, more than 100 singletrack trails and over 900 kilometres of long-distance cycle touring routes, it is little wonder that Tirol has gained a reputation as the number one cycling destination in the Alps. This passion for two-wheeled adventures culminates in the Bike Trail Tirol, at over 1,000 kilometres from start to finish the longest interconnected mountainbike trail in the Alps.

## *UCI Road World Championships as a pull factor*

The highlight of 2018 were without a doubt the UCI Road World Championships Innsbruck-Tirol, which brought cycling fever to the region. A total of 600,000 fans descended on Tirol to follow the action live, with the races broadcast to a global TV audience of 200 million. In late September the world's best road cyclists from 77 countries battled it out in Tirol during eight days of competition for the title of world champion. In a thrilling Men Elite Road Race it was the experienced Spaniard Alejandro Valverde who conquered the toughest World Championships course of all time to claim the coveted Rainbow Jersey.

## *Ten Great Rides fit for a world champion*

Away from the hustle and bustle of major cycling events like the UCI Road World Championships, Tirol has a host of outstanding rides for roadbike enthusiasts to explore. Beginners will find plenty of easy cruising in the valleys ideal for building up fitness levels. More experienced and ambitious cyclists can head for the high mountains, where they will be rewarded for their efforts with breathtaking views. We have selected ten Great Rides in Tirol – ten very different roadbike rides which all share three common features: lots of climbing, fabulous landscapes and high-speed descents.

## *Top events in 2019*

The action continues in 2019 with a host of cycling events in the region. In April the world's best riders will once again gather in Tirol for the Tour of the Alps, which will start in Kufstein and lead through North Tirol, South Tirol and Trentino. The event, previously

known as the Giro del Trentino, is very popular with pros preparing for the Giro d'Italia in May. Just a matter of weeks later the world's best freestyle mountainbikers will be in Innsbruck for Crankworx, the world's leading gravity biking festival. In June 2019, Crankworx will be held in Innsbruck for the third time and feature contests in the disciplines Slopestyle, Dual Speed & Style, Whip-Off, Pump Track and Downhill.

### ***Mass-participation events for amateur riders***

When it comes to roadbike races for amateur riders, the Ötztal Bike Marathon in September is the grand daddy of them all. Others popular bike events in the region include the KitzAlpBike Festival, a week-long mountainbike festival in the Brixental Valley, as well as the Arlberg Giro, Imst Bike Marathon, Dolomites Bike Marathon, Kaunertal Glacier Race, Dreiländergiro, Tour Transalp, Kufsteinerland Bike Marathon, Radweltpokal in St. Johann and the Tannheimer Tal Bike Marathon. In fact, the list is so long that you almost get out of breath just reading it!

### ***The five best singletrack trails in Tirol***

One kind of riding experiencing a real boom in the Alps is downhill mountainbiking. Each year there are more and more singletrack trails being opened in Tirol. Five of them - the Arzler Alm Trail, the Blindsee Trail, the Fleckalm Trail, the Leiterberg Trail and the Plamort Trail - have earned themselves the title Great Trail. These five stand as outstanding examples of the over 100 singletrack trails in Tirol designed to cater for downhill riders of all ages and abilities.

### ***E-mountainbiking***

Electric mountainbikes, known as e-mountainbikes, are an interesting alternative to conventional mountainbikes. They are fitted with a rechargeable battery which provides extra power to the pedals as and when required. That makes it possible for riders of all ages and fitness levels to access the high mountains and complete long rides. With so sign of the e-bike boom stopping anytime soon, Tirol has recognised the potential of this sector and taken steps to expand the necessary infrastructure. Today it is possible to hire an e-bike in many places throughout the region, and there are more and more mountain huts which have installed charging stations where you can load up your battery while you enjoy a well-deserved rest.

### ***Cycle touring in Tirol***

Cycle touring is the ideal solution for families and those who simply like to take it easy on two wheels. The region's rivers and valleys have some of the best long-distance cycle paths anywhere in the Alps, such as those running alongside the Drau river in East Tirol and the Inn river in North Tirol. Plans are already underway to improve and modernise the signposting on the Inn Cycle Path, which traverses the region from east to west. A top tip for foodies is the Via Claudia Augusta, a long-distance cycle path connecting numerous traditional inns and restaurants. The Munich-Venice route is also an unforgettable experience taking cyclists from one of Germany's most impressive cities through Tirol to beautiful Venice. All in all, Tirol has 900 kilometres of easy long-distance cycle paths. The

region also has bike-friendly accommodation, e-bike hire shops, bike shuttles and plenty of good bike shops.

**Further information:**

- UCI Road World Championships: [www.tyrol.com/e-uci-road-world-championships](http://www.tyrol.com/e-uci-road-world-championships)
- Crankworx: [www.tyrol.com/e-crankworx](http://www.tyrol.com/e-crankworx)
- Roadbike riding: [www.tyrol.com/road-biking](http://www.tyrol.com/road-biking)
- Mountainbike riding: [www.tyrol.com/mountainbiking](http://www.tyrol.com/mountainbiking)
- Long-distance cycle paths: [www.tyrol.com/cycling](http://www.tyrol.com/cycling)

With 11.5 million arrivals of guests from over 50 countries, more than 47 million overnight stays in 2017/18 and 34 regional tourism associations, **Tirol** is one of the leading destinations in the Alps. Tirol has a long and proud history of tourism dating back almost 200 years and has been at the forefront of many developments in tourism over the last two centuries. Both in summer and winter, guests appreciate the outstanding natural landscape, first-class service and warm Tirolean welcome famous around the world. **Tirol Werbung GmbH**, which is based in the regional capital Innsbruck, is responsible for marketing and promoting the region. Its most important role is positioning Tirol as the number one holiday destination in the Alps.

**MANUELA MÖRTENBÄCK**  
Press

Tirol Werbung GmbH  
Maria-Theresien-Straße 55  
6020 Innsbruck  
Austria

+43.512.5320-656

+43.512.5320.92-656

+43.664.80532-656

Manuela.Moertenbaeck@tirolwerbung.at

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f  
m  
e