

New image film puts alpine conference powerhouse Tirol in the spotlight

The mighty Tirolean mountains, the fascinating natural landscapes, the combination of tradition and modernity, the regional cuisine and possibilities for supporting programmes combined with extraordinary event locations and, above all, the warm hospitality of the service providers: The Convention Bureau Tirol authentically presents this and more in its new image film.

The perfect (working) day in Tirol

Do you know that unique feeling of freedom that comes when you stand on a summit after a strenuous climb and enjoy a 360° view of an impressive mountain panorama? That inimitable boost of energy after a (foot)bath in a crystal-clear lake or feeling of infinite peace and harmony that envelops you as you contemplate the rolling alpine landscape? These feelings have been captured in the new image film, which the event experts of the Convention Bureau Tirol filmed in the Zillertal Valley in late summer 2020.

Pictures say more than a thousand words.

For several years now, the Convention Bureau has cherished a desire to present a film of Tirol's meeting industry to event, meeting and congress planners at industry-relevant trade fairs and forums. The Corona pandemic and associated challenges of face-to-face meetings have consolidated this desire and Convention Bureau Tirol would therefore like to bring Tirol as a congress and meeting destination directly to the (home) office of planners.

"A big thank you goes to all the partner companies who supported us in this special project whilst complying with all the COVID-19 hygiene measures in force at the time! First and foremost, the Zillertal region, the entire team at Bergbahnen Spieljoch cable car, Sportresidenz Zillertal as well as Zillertal Rail" says Veronika Handl, head of Convention Bureau Tirol.

Thanks also go to the local film team surrounding Andreas Gumpenberger and Stefan Ager from lensescape, Tobias Margreiter from THNC, Johannes Aitzetmüller and Moritz Klee from fancy tree films for the great concept development, cooperation and implementation of this project.

It was particularly important for the team that the unique selling points of the Tirolean congress and conference region were conveyed to the audience in the moving image concept. Aspects such as sustainable and uncomplicated travel, short distances between accommodation and location, regional culinary delights, unique incentive opportunities and, above all, safety and hygiene measures were incorporated.

"The past year has made us more aware than ever of the great importance of not only sustainable recreational spaces and personal encounters, but also safety and trust. Tirol's nature is a powerful

source of health, regeneration and inspiration and thus qualifies as the consummate conference powerhouse," concludes Handl.

Just cast your eye over these impressive images of Tirol and enjoy the broad perspective [HERE](#).

The experts from Convention Bureau Tirol accompany their customers free of charge, impartially and professionally with new ideas throughout the entire planning process and implementation of corporate events in Tirol.

Convention Bureau Tirol, together with over 60 quality-certified partners, provides its regional, national and international customers with information, ideas and suitable contacts to help them on their way to event success.

www.convention.tirol

Christina pilz
Convention Bureau Tirol | Projekt und PR
Management

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

+43.512.5320-675

+43.664.80532-675

christina.pilz@convention.tirol

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e