



# TIROL

# Heart of the Alps



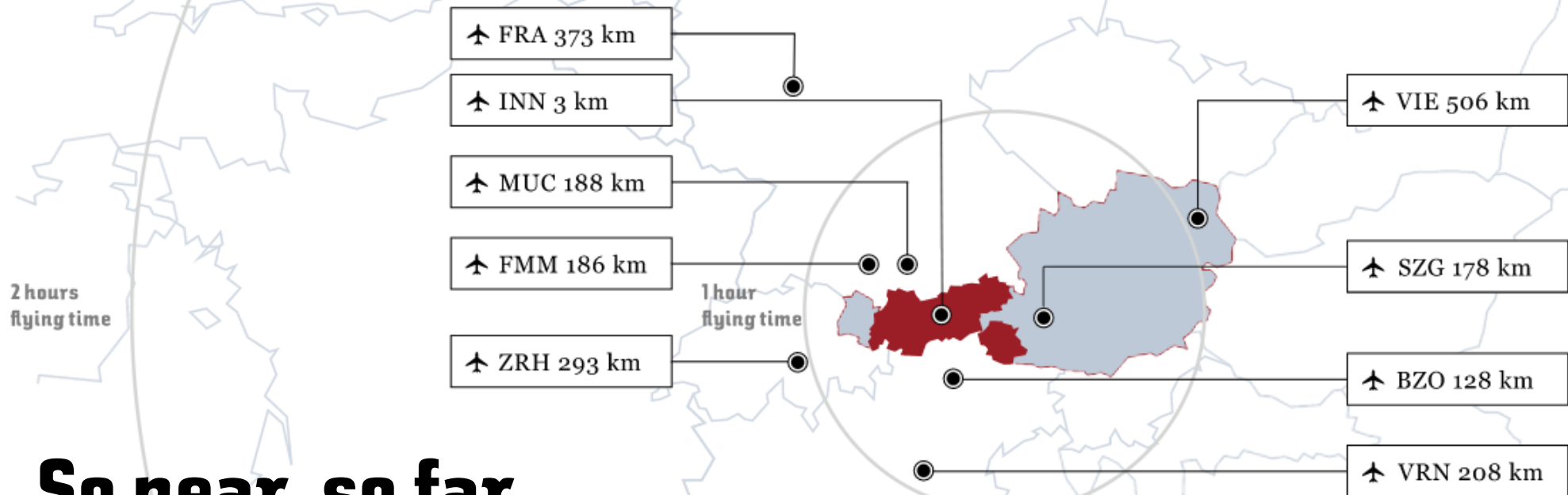


Link: Alpine Wunderwelten <https://youtu.be/maBEixnzzy4>



# Getting here & Location

*Thanks to its location in the heart of the Alps and Europe,  
Tirol is incredibly easy to reach.*



## So near, so far





# Capital of Tyrol - Innsbruck





## Alpine urban - Land of Contrasts

- From the city to 2,000 m above sea level in only 20 minutes
- 600,000 crystals in the cloud at Swarovski Crystal Worlds
- Mountain villages and summits as innovative conference venues
- Contemporary mountain-based architecture with world-renowned architects
- "highline179" is the longest "Tibet-Style-Pedestrian Suspension Bridge" in the world at 406 m





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## Record-Breaking - Land of the Future

- 7 business start-ups daily
- Life science: 60 research facilities with over 23,000 employees
- Ingeborg Hochmair Founder and CEO of MED-EL with international headquarters in Innsbruck, received the "American Nobel Prize" for medicine
- The world's largest solar collector was set up in just 52.5 minutes before the trade fair in Innsbruck
- Proven competence at hosting major events: 3 Olympic Winter Games, UCI Road Bike World Championships, Climbing World Championships, FIS Nordic Ski World Championships





## Tirollywood - Land of the Movies

- 007-Spectre film shot at 3,048 m in Sölden
- 007 ELEMENTS
- James Bond Installation at the top cable car station of the Gaislachkogelbahn cable car
- Most wanted film: The Mountain Eagle by Alfred Hitchcock
- Film location for pop videos, including Ed Sheeran with his "Perfect" chart topper
- Indian action film "Tiger Zinda Hai" as the largest "made in Tirol" Bollywood production
- Location for several Hollywood movies such as "Eddie the Eagle" and "Downhill"



## Summit of Happiness - Land of the Mountains

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- 573 three thousand metre high peaks
- 365 days of winter
- 5 Tirolean glaciers
- Austria's steepest slope
- 3,400 kilometres of pistes
- 6 Tirolean ski resorts amongst the top 10 worldwide
- The Sennhütte in St. Anton holds the world record for the "Largest floral arrangement" with 107,126 Edelweiss flowers





## High Pleasures - Land of Diversity

- Austria's highest cafe at 3,440 m above sea level
- 117 Gault Millau toques
- 5,000,000 kg of fruit annually for homemade schnapps production
- Record: the world's largest "Kaiserschmarren" (pancake)
- "Der Stollen 1930" bar in Kufstein is home to the world's largest gin collection





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**#meetgreenintiro**

- Sustainable events in Tirol
- Green Meetings in in a green surrounding
- Green Meeting Locations
- Green Mobility
- Regional Cuisine





# Convention Bureau Tirol

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- Centre of excellence for green meetings, conferences and events
- Central hub for enquiries and information
- Advice on places of interest and recommendations for supporting programmes
- Planning, organisation and monitoring of venue and technical services
- Support in the congress bidding and planning progress
- Information and advice on congress sponsoring
- Free provision of basic advertising and photo materials
- [www.convention.tirol](http://www.convention.tirol)







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