

WINTER PROGRAMM OLYMPIA 2026

The Olympic Games are approaching and the competitions will take place in our immediate vicinity. The Olympic atmosphere is clearly noticeable in the south of South Tyrol. Among vineyards, winter landscapes and a Mediterranean atmosphere, you can take advantage of truly special offers that uniquely combine movement, pleasure and culture.

Whether it's through snow-covered forests or relaxing winter breaks, we invite you to discover the Olympic spirit our way.

Our current Olympic offers at a glance:

Traditions and customs

Wine cellars & guided tours

Pinot Noir Experience

Guided tour of our traditional Lederhosen tailoring workshop

Wine & Taste Olympics
by the South Tyrolean Wine Route
Association

Winter activities

Alps Coliseum – In the saddle through southern South Tyrol

Your view. Your picture. Your moment.
A photography competition

Themed Trails in South Tyrol's South –
Explore Nature and Local Knowledge

Winter hikes – enjoy nature, find peace

Info & booking
Südtirols Süden

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Learn more about our
experiences:



SÜDTIROLS SÜDEN

Themed Trails in South Tyrol's South – Explore Nature and Local Knowledge

Whether it's the Apple Trail, Pinot Noir Trail or Wine Education Path – the themed trails in South Tyrol's south offer a sensory journey through landscape, culture and local heritage.

These easy-to-walk routes lead through vineyards, apple orchards and picturesque villages, enriched by informative panels, interactive stations and stunning natural impressions.

Perfect for anyone who enjoys outdoor activities and wants to explore the region in a relaxed yet inspiring way.

Riding Through South Tyrol's Natural Beauty

Whether it's a lesson, a trail ride or your first time in the saddle – AlpsColiseum offers a unique riding experience in the heart of nature, guided by caring experts.

Wine cellars & guided tours – winter enjoyment in the wine cellar. Guided tours with taste and history

When the winter cold sets in outside, our wine cellars open their doors for a very special experience: discover the rich world of wine on a guided tour through historic vaults. Let yourself be guided through the cellars and learn exciting facts about viticulture, tradition and the art of ageing. Afterwards, enjoy an exclusive wine tasting – perfect for warming the soul and celebrating winter.

Pinot Noir Experience in Pinzon and Glen – a culinary wine and hiking experience in the realm of a diva

Whether young or old, stroll with us through the quiet lanes and vineyards of the wine villages of Pinzon and Glen, home to Pinot Noir, where winter brings a special tranquillity to the land.

On our leisurely walk, you will discover hidden historical treasures, learn exciting facts about life on a wine farm, about the traditions of the South Tyrolean lowlands – and, of course, about viticulture, which has shaped this region for centuries.

In the clear air and under the soft light of the winter months, the landscape unfolds its very own charm – minimalist, tranquil and full of atmosphere.



Guided tour of our traditional Lederhosen tailoring workshop – experience genuine craftsmanship: up close and personal

Immerse yourself in the world of a traditional craft that has been cultivated for generations: on a guided tour of the lederhosen tailoring workshop, we will show you how the finest deerskin is transformed into genuine masterpieces – hand-sewn, rooted in the region and made with a love of tradition.

Be enchanted by: the warm atmosphere of a genuine craft workshop in winter, exciting insights into the production of made-to-measure lederhosen, lively stories about tradition and regional identity. Ideal for culture lovers, traditional costume enthusiasts and anyone looking for authenticity.

Your view. Your picture. Your moment.

Embark on unique winter tours through the quiet, enchanting landscape of South Tyrol's south.

Explore snow-covered forests, frozen lakes, rolling hills and hidden perspectives in the magical winter light.

Set off alone or with friends and discover your very own winter landscape. Whether you use professional equipment or a smartphone, what counts is your eye for detail.

And best of all: take part in the photo competition! Submit your best picture from the tour – the most beautiful photo will be published on our channels.

In the saddle through southern South Tyrol

Whether it's a horse ride, riding lesson or your first time on horseback, riding at the AlpsColiseum is a special experience. Surrounded by nature, accompanied by experienced guides and gentle horses.

Winter hikes – enjoy nature, find peace

Experience the magic of the snow-covered landscape on our winter hikes. Away from the hustle and bustle, we will guide you along quiet paths through glittering forests and across wide fields. Whether you are actively sporty or prefer to relax at your own pace, our tours offer relaxation, fresh winter air and unforgettable moments in nature. Ideal for anyone who wants to discover winter at its most beautiful.

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SÜDTIROLS SÜDEN

Wine & Taste Olympics

A journey through flavours and landscapes of excellence

On the occasion of the 2026 Winter Olympics, the South Tyrolean Wine Route Association, in collaboration with the Trentino Wine and Flavours Route, invites you to enjoy a truly special culinary experience:

Among vineyards, Dolomite peaks and historic villages, guests can discover the best wines, cheeses and specialities of Trentino-South Tyrol in three levels of experience: Bronze, Silver and Gold. Whether it's a guided cheese tasting in the Dolomites, a half-day wine tour through two regions or an exclusive day trip featuring fine wines and gourmet cuisine, each experience combines authentic flavours with breathtaking scenery.

Wine & Taste Olympics Bronze

Val di Fiemme Dairy | 11.02. + 18.02. | 09am – 11:30am | The tour is in English

A pleasure in the true sense of the word, in the heart of the Dolomites. In a mountain dairy, participants can take part in a guided tour of cheese production, followed by a tasting of local cheeses. Two wines will be served, one from Trentino and one from South Tyrol, creating an authentic harmony between the aromas of the mountains.

Wine & Taste Olympics Silver

Predazzo | 09.02. + 16.02. | 10am – 05pm | The tour is in English

An ideal experience for those who have little time available but do not want to miss out on the charm of Trentino-Alto Adige wines.

A half-day trip through the border areas where Trentino and South Tyrol meet, among vineyards, historic villages and fine wines. The excursion begins at a winery on the South Tyrolean Wine Road, where participants can learn about local winemaking and taste the region's wines. This is followed by a typical lunch at a local restaurant for an authentic all-round culinary experience. The tour then continues to Trentino, to Rotaliana Königsberg, where you will visit another winery and taste its wines.

Wine & Taste Olympics Gold

Predazzo | 13.02. + 20.02. | 08am – 7pm | The tour is in English

An exclusive and comprehensive experience. The excursion begins at a winery with breathtaking views, where vineyards stretch across hills and mountains. Here, participants will learn about winemaking and taste the winery's finest wines, presented by expert sommeliers.

The tour continues along the South Tyrolean Wine Road to a winery with unique architecture, where design, innovation and tradition come together.

This is followed by lunch in a cellar in the Rotaliana plain. After lunch, there is another visit to a cellar. In the afternoon, the last stop is in the Cembra Valley, where impressive vineyards climb steep dry stone walls and produce fresh Müller-Thurgau and mineral Trentodoc sparkling wines, which are tasted in one of the valley's cosy cellars.

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