South Tyrol - Alpine Pace - Italian Mood

Discover the future of tourism with IDM South Tyrol, where innovation meets tradition. As pioneers in sustainable tourism development, IDM South Tyrol are committed to elevating South Tyrol's status as a premier destination in Europe.

Their strategic approach combines targeted promotional campaigns, PR, and co-marketing projects to enhance our presence in selected European markets. By leveraging data analysis, market research, and cutting-edge digital strategies, they ensure that South Tyrol remains at the forefront of tourism trends.

The region, once a mere "dot on the map," now offers visitors unparalleled experiences and a distinctive lifestyle that is both unique and unmistakable. Through the South Tyrol brand, they have transformed their landscape into a haven for travellers seeking authenticity and adventure.
Join us in partnership with renowned regional attractions such as Gitschberg Jochtal, Eggental, Kronplatz Dolomites, Dolomites Seiser Alm, Alta Badia Dolomites, 3 Zinnen Dolomites, Sterzing-Ratschings and Sky Alps.

Together, they’re crafting a tourism experience that stands the test of time, offering guests the perfect blend of natural beauty, cultural richness, and modern comfort. Embrace the tourism of tomorrow, today, with IDM South Tyrol.