

## Ischgl is Insta360's first premium partner in Europe

**Ischgl is the first tourist destination in Europe to become a premium partner of Insta360. The collaboration combines the alpine lifestyle with state-of-the-art 360° and action camera technology, setting new standards in the visual presentation of winter and summer sports.**

Ischgl and Insta360 have cemented a forward-looking partnership that sets new standards in the visual presentation of alpine experiences. Ischgl is **the first tourist destination in Europe** to become a premium partner of the world's leading manufacturer of 360°, action and AI cameras. The aim of the collaboration is to showcase the diversity of the region in winter and summer from extraordinary perspectives throughout the destination and beyond, across all channels, and to present the alpine world of experiences in a contemporary way.

The cooperation combines the alpine character of Ischgl with the technological innovation of Insta360. High alpine landscapes, sporting dynamism, entertainment, cuisine, wellness and authentic moments in nature are condensed into impressive visual worlds with the help of state-of-the-art camera technology. This content conveys the atmosphere, movement and vastness of the region and makes Ischgl internationally accessible – via digital channels as well as in classic brand communication.

### About Insta360

Insta360 is one of the world's leading manufacturers of 360°, action and AI cameras and stands for technological innovation and creative imaging solutions. With products such as the Insta360 X5, Ace Pro 2 and GO Ultra, the company enables new forms of visual representation in sports, outdoor and lifestyle. International partnerships with brands such as Leica, BMW Motorrad and, in particular, Ischgl underline the company's commitment to creating extraordinary perspectives for strong visual appearances.

### Strengthening international positioning

The one-year partnership with Insta360, which is set to be continued, strengthens the international visibility of the Paznaun – Ischgl destination in the long term. The targeted use of high-quality 360° content creates visual formats that authentically convey the landscape, movement and atmosphere of the region and create a high recognition value across all channels. This results in a consistent, modern brand image that positions Ischgl throughout the year. The partnership thus provides important impetus for contemporary destination communication and supports the long-term positioning of Ischgl as an innovative, internationally oriented alpine adventure destination.

## Two brands, one shared vision

Ischgl as a stage for alpine emotions – **Philipp Dreyer, Business Development Manager EU at Insta360**, describes this special connection as follows: "Ischgl embodies what makes winter sports so special: energy, style and unforgettable moments in the heart of the Alps. This combination makes Ischgl a place where our cameras can perfectly capture the feeling of freedom and adrenaline. We look forward to continuing to capture unique moments together in the future, allowing people to experience the fascination of the Alps from every perspective."

Since the 2024/25 winter season, Ischgl and Insta360 have enjoyed a close, forward-looking partnership. What began as a technological collaboration has quickly developed into a shared vision: to enable people to experience alpine adventures from new perspectives.

"The successful partnership will be consistently continued and further developed in terms of content in the current season. The aim is to use state-of-the-art camera technology to tell the story of characteristic moments in alpine skiing from new perspectives, to visually re-stage them and to capture the alpine region in all its dynamism, vastness and emotionality," explains **Günther Zangerl, CEO of Silvrettaseilbahn AG**.

"Instead of individual perspectives, Insta360's technologies enable a multi-layered representation of alpine experiences that create closeness and promote emotional connection. Together, Ischgl and Insta360 are setting new standards in alpine content production with the aim of making the fascination of winter and summer sports authentically and powerfully accessible from every perspective worldwide," says **Katja Salner, Team Leader Brand & Partner at the Paznaun – Ischgl Tourism Association**.

## New standards for alpine content

The collaboration also influences the way Ischgl produces and narrates content. The use of 360° and action cameras creates dynamic footage from different perspectives in real time – from spontaneous moments on the mountain to authentic, process-oriented real-time moments.

Further information is available at [www.ischgl.com](http://www.ischgl.com).

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