

## PRESS INFORMATION

**The Giant gets going**

**"Crystal Worlds Shuttle" operating between the Tyrolean capital and the Swarovski Crystal Worlds in Wattens from 1<sup>st</sup> Mai 2005**

**As of 1st Mai 2005, the journey between Innsbruck and the Swarovski Crystal Worlds will be even easier thanks to a new shuttle bus service. The "Crystal Worlds Shuttle" will run between Innsbruck and the Giant in Wattens four times a day.**

The introduction of the exclusive "Crystal Worlds Shuttle" is designed to make the journey to the Crystal Worlds easier for all visitors travelling without a car. This action is an example of how the Swarovski Crystal Worlds are reacting to the growing number of private travellers and the large increase in the number of visitors from overseas and international markets. An interurban bus seating 50 people will be run in collaboration with the ÖBB Postbus GmbH, which operates along this route. With motifs of the "Giant" on the sides and rear of the bus, it will be clearly recognisable as the "Crystal Worlds Shuttle" and therefore stand out from the regular scheduled buses.

The shuttle bus will operate four times a day at two hourly intervals from 9 am with a journey time of 27 minutes. In Innsbruck it will pick up passengers at the main train station, Museumsstrasse (Museum Street) and the Hungerburg funicular station – from here the bus goes directly to Swarovski Crystal Worlds dropping you right at the entrance. As well as enjoying a considerably quicker and more comfortable trip than before, visitors are also given preferential access and so avoid having to wait in possible queues.

The Swarovski Crystal Worlds also work closely with the Innsbruck Tourist Association "Innsbruck Tourismus". The shuttle service is included in the deals offered with the Innsbruck Card. For an adult the return ticket costs € 8.50. For children up to the age of 12, holders of a valid Innsbruck Card as well as

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members of the Swarovski Crystal Society, transfer and entrance into the Crystal Worlds are free.

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Swarovski, the Austrian family company with headquarters in Wattens, Tyrol, have been the world's leading manufacturer of cut crystal for more than a hundred years. The Swarovski Crystal Worlds, opened in Autumn 1995, were revamped spatially as well as thematically in 2003 and have been basking in renewed sparkle ever since. Visitors from all over the world can now meander through larger crystalline Chambers of Wonder and enjoy the extended exhibition area, artistic displays, restaurant and shop.

Around objects of contemporary art all relating to crystal, visitors will also find the perfect place for events which sensuously blend various kinds of modern art such as music, literature and philosophy. Through exciting displays and diverse events, the Crystal Worlds have managed to become even more of a cultural meeting point, indeed one that is much talked about far across the borders of Austria.

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Pictures to download: [www.swarovski.com/crystalworlds/pictures](http://www.swarovski.com/crystalworlds/pictures)

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