

# Kitzbüchel

A man in a blue jacket and shorts is balancing on a rock in a mountain valley. The background shows rolling green hills and distant mountains under a clear sky.

AdventureELEVATE Europe

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# Kitzbühel

RELAXED AND ELEGANT

Kitzbühel seamlessly blends alpine lifestyle, nature, and tradition unlike any other, all while embracing a modern outlook on life. This picturesque town is proud to be part of the prestigious ‚Best of the Alps‘ alliance, alongside 11 other premier destinations spanning Austria, France, Germany, Italy, and Switzerland. The Best of the Alps partners share a steadfast commitment to sustainable tourism, offering diverse outdoor activities and a rich cultural heritage, ensuring visitors an unparalleled experience steeped in natural splendor and cultural diversity. Tourism in Kitzbühel began in the early 1850s, with the legendary sports town later gaining global recognition, thanks to the famous Hahnenkamm ski race. Yet, beyond this celebrated event, Kitzbühel and its neighboring villages of Reith, Aurach, and Jochberg have a wealth of treasures to be discovered. Visitors are treated to an array of world-class amenities, from luxurious accommodation to gourmet dining experiences, all set in a breathtaking mountain landscape. This, together with a plethora of sporting activities, makes guests find themselves truly spoiled for choice.

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Welcome to Kitzbühel! We are delighted and grateful that the first-ever AdventureELEVATE in Europe is taking place in Kitzbühel, Tirol. After 20 years of entertaining adventure travellers from all over the world – ATTA – the largest association for adventure travel with over 30,000 members, chose Kitzbühel as the meeting place for this great event. Over three days, we invite you to explore our beautiful region. Discover everything from traditional crafts and culinary delights, to a variety of outdoor activities throughout our stunning natural landscape. We hope that everyone has a great time, and learns to love what Kitzbühel represents as much as we do. Enjoy AdventureELEVATE, where the spirit of adventure meets the charm of the Alps, creating an event that is as unforgettable as the Alpine scenery surrounding it.

**Dr. Viktoria Veider Walser**  
KITZBÜHEL TOURISM



# AdventureELEVATE Europe Program 2024

MAY 16<sup>TH</sup> TO 20<sup>TH</sup>, 2024

Pre-Adventure trips (famtrip) to the  
Kufstein region, Innsbruck, East Tirol, and Trentino

MAY 20<sup>TH</sup>, 2024

Arrival in Kitzbühel

MAY 21<sup>ST</sup>, 2024

From 8.00 am: Day of Adventure (product experience)  
in Kitzbühel and the surrounding area

3.00 pm: Press conference by Kitzbühel Tourism

with Tirol Tourist Board, ATTA CEO (plus invited guests) at the Kitzbühel Museum

6.00 pm: Opening evening by Tirol Tourist Board together  
with Kitzbühel Tourism at the Hotel Rasmushof

MAY 22<sup>ND</sup>, 2024

Starting at 9.00 am: Congress in K3 KitzKongress with keynotes,  
networking, lunch, sales talks (marketplace), and ATTA cocktail

From 6.00 pm: Free night to explore Kitzbühel

MAY 23<sup>RD</sup>, 2024

9.00 am: Congress in K3 KitzKongress with keynotes,  
networking, marketplace, lunch, and sales talks

6.30 pm: Farewell evening hosted by Kitzbühel Tourism at Mocking Restaurant

MAY 24<sup>TH</sup>, 2024

Departure



# About ATTA

**We are a vital leadership voice and partner for the adventure travel industry around the world.**

## OUR COMMUNITY

Founded in 1990, the Adventure Travel Trade Association (ATTA) is the largest global network of leaders in adventure travel. Our community includes around 30,000 individuals, ranging from guides and tour operators to lodges, travel advisors, tourism boards, destination marketing organisations, outdoor educators, gear companies, and travel media.

United by a shared belief in and commitment to sustainable tourism, this dynamic community connects both virtually and in person, working collaboratively to generate solutions that drive businesses and communities towards a responsible and profitable future.

## SKILLS AND COMPETENCIES

The ATTA showcases a diverse range of strategic solutions and an expansive network of global events. Their distinctive proficiency in research, education, media,

and promotion, coupled with invaluable assistance in navigating a broad spectrum of business challenges, underscores their remarkable skills and competencies. Sharing these competencies to aid others is what sets ATTA apart and fosters the growth of our community.

## WE BELIEVE

Travel and tourism constitute the world's largest commercial service sector, employing 1 in every 10 people on Earth as of 2018. Any form of tourism substantially influences the economic well-being of individuals and the environment. This perspective motivates us to strive for a better future for everyone.

## WHY ADVENTURE ELEVATE EUROPE?

ATTA is delighted to be hosting a conference in the Alps of Kitzbühel due to the significance of the natural environment, acknowledging the necessity for responsible behaviour in mountainous regions, recognising it as an incredible destination for all, its central location amidst key European cities, and the collective admiration for Kitzbühel Tourism's continued innovation in the travel industry.



**ADVENTURE TRAVEL**  
TRADE ASSOCIATION™



# Your Perfect Alpine Stay

**Kitzbühel offers a diverse selection of accommodation options, each meticulously crafted to meet the needs of every traveller. From sustainable green stays to bespoke apartments, there's something for everyone. Luxury hotels offer opulent amenities, while mindful accommodations focus on tranquillity and wellness. Despite their varied styles, they all prioritise one thing - the guest experience. Whether you seek mountain adventures or alpine serenity, Kitzbühel's hotels ensure a memorable stay with unmatched service, Austrian hospitality and blending comfort.**

## ALPINE LUXURY

In Kitzbühel, luxury is a way of life. With nineteen four-star and above hotels, there are ample opportunities to unwind. From stunning rooftop pools and incredible restaurants to specialist golf hotels offering world-class courses and wellness facilities, you'll be spoiled for choice when seeking indulgent relaxation.

## KEEP IT GREEN

Kitzbühel's unique Tirolean landscape reflects a deep connection to nature and farming. You can find a range of sustainable accommodations, including traditional farmhouses in breathtaking locations, providing an eco-friendly and authentic experience.

## APARTMENTS

With a 750-year history, Kitzbühel has a variety of fascinating buildings that retain their original charm while adding a modern twist. Unique apartments housed in historic structures offer guests a taste of Austrian heritage with contemporary comforts.

## GUEST HOUSES

Guest houses hold a special place in Austrian culture, where hosts welcome visitors with warmth and share their stories. Many traditional restaurants in Kitzbühel also serve as guest houses, inviting travellers to experience the unique world of Alpine life.

Find your Kitzbühel accommodation.



## ATTA PARTNER HOTELS



- 1 | A-ROSA Resort Kitzbühel 5\*
- 2 | Hotel Gasthof Eggerwirt 3\*5
- 3 | Hotel Kaiserhof Kitzbühel 4\*5
- 4 | Hotel Kitzhof Mountain Design Resort 4\*5
- 5 | Leberberg Schlosshotel 4\*5
- 6 | Hotel Rasmushof Kitzbühel 4\*
- 7 | Das Reisch 4\*

# Kitzbühel's Finest

**What is it about Chamois Town that has drawn visitors for generations? To unravel this captivating mystery, let us embark on a journey to discover the illustrious figures who have shaped the soul of Kitzbühel.**

## TONI SAILER

Born in Kitzbühel on November 17, 1935, Toni Sailer was more than just a ski racer; he was a cultural icon. With three Olympic Gold medals and multiple World Championships, Sailer's prowess on the slopes was legendary. Yet, his talents extended beyond skiing, gracing the silver screen in 15 films and captivating audiences with 18 records as a singer. Even after retiring from competitive skiing in 1959, Sailer continued to leave an indelible mark on Kitzbühel as a guiding force in the Austrian Ski Association and the prestigious Hahnenkamm race.

## PAULA VON LAMBERG

At Schloss Lebenberg in Kitzbühel, on September 21, 1887, Paula von Lamberg emerged as a trailblazer in women's ski jumping. Affectionately known as „The Flying Countess,“ she defied conventions and soared to new heights, leaving an enduring legacy in the stories of skiing history.

## FRANZ REISCH

The visionary behind Kitzbühel's ascent to tourism glory, Franz Reisch was born on October 17, 1863, in Kufstein. A passionate mountaineer and hiker, Reisch recognized the untapped potential of his beloved town. His foresight paved the way for Kitzbühel's emergence as a premier destination, welcoming its first foreign skiers in the winter of 1897/98. From the iconic „Alpenhaus“ on Kitzbüheler Horn to the Grand Hotel and the enchanting Lake Schwarzsee, Reisch's vision transformed Kitzbühel into a haven for adventurers and seekers of alpine beauty. Serving as mayor from 1903 to 1913, his stewardship left an enduring mark on the town's heritage.

## THE WONDER TEAM

In the aftermath of World War II, Kitzbühel witnessed the rise of the „Wonder Team,“ igniting a ski frenzy that reverberated across the globe. Ernst Hinterseer, Hias Leitner, Christian Pravda, Fritz Huber, Anderl Molterer, and Toni Sailer comprised this formidable squad, bringing home a string of victories that captured the hearts of Austria and the world alike.





## REMARKABLE INDIVIDUALS SHAPE A BRIGHT FUTURE

As the sun casts its morning glow across Kitzbühel's mountain ridges, it illuminates not just the breathtaking scenery but also the enduring legacy of the remarkable individuals who have shaped this town's character. Their visionary spirit, unwavering determination, and boundless charisma have not only left an indelible mark on the physical landscape but have also woven the very fabric of Kitzbühel's uniqueness.

Within this once remote mountain village, one discovers the echoes of Toni Sailer's quest for greatness, Paula von Lamberg's willingness to challenge conventional ways, and Franz Reich's pioneering spirit. These luminaries of Kitzbühel's past, alongside

the legendary Wonder Team, have not only propelled the town to global recognition but have also instilled in its inhabitants a distinct way of life. A way of working hard so that one can relish in life's simple pleasures—family, traditional food, spending time with friends, appreciation of the natural environment, and fostering a profound pride in hailing from a humble town known around the world for embracing life to the fullest.

As you stroll along the charming streets and lose yourself in the natural beauty, take a moment to ponder the lasting impact of these extraordinary individuals. Their spirit permeates every corner of Kitzbühel, beckoning you to explore, to dream, and to embrace the essence of living life to its fullest during your stay in the Chamois Town.



# STREIF VIEWING.

*Hike the most legendary race track in the world*

**KITZSKI**

**TONI SAILER**

Im Winter 1952 feierte er im Alter von 18 Jahren seinen ersten internationalen Erfolg in Kitzbühel. In den Jahren 1954/55 konnte er sich in allen vier Disziplinen (Slalom, Riesenschlitten, Langlauf und Biathlon) in der Weltcup-Saison an der Spitze platzieren und damit die Weltmeisterschaft auf dem verschneiten Berg gewinnen.

Mausefalle 08:20

**KITZBÜHEL**  
Mausefalle

www.kitzbuehel.com

www.kitzski.at



kitzski.at





# Kitzbüchel goes green.

## Kitzbüchel goes green.

“It is our goal to reinforce awareness of respecting all our interactions with nature and to position ourselves even higher in our efforts to become a sustainable tourist destination,”

**says Viktoria Veider-Walser, Managing Director of Kitzbühel Tourismus.**

### MEASURES AND CERTIFICATES

With its Program known as „Pro-Byke,“ the Kitzbühel town council is encouraging increased biking activity. The Rotary Club of Kitzbühel, together with 12 partners, has focused on green projects such as „Repair Instead of Throwing Away,“ a campaign that led to the recycling of plastic bottles and the production of approximately 10,000 recycled bags. Stringent recycling categories, upcycling, and similar actions are further examples of the town's green initiatives.

Even Kitzbühel companies are prioritising sustainable business and the economy. The Seidlalm, Genusscatering, and Schloss Leberberg were recently certified with the Austrian Environmental Badge.



# The Magic of Hiking: Enjoying Nature

**With over 1,000 kilometers of marked hiking trails, breathtaking views, and idyllic mountain huts, all with the backdrop of the impressive Alps. Kitzbühel's stunning landscape is covered with flowing alpine meadows, picturesque waterfalls, and idyllic lakes. Kitzbühel takes pride in being the first destination to receive the European Hiking Quality Seal, setting new standards in European hiking quality. Together with the villages of Aurach and Jochberg, Kitzbühel is part of the largest hiking consortium in the German-speaking region - Austria's Hiking Villages.**

Whether it's a leisurely stroll, an idyllic hike, or a challenging mountain tour, in Kitzbühel, one doesn't need to achieve athletic feats to explore the dazzling mountain world. But one can. As a culinary highlight, numerous rustic mountain restaurants and alpine huts offer delicious regional delicacies.

## HIKES TO LAKES AND WATERFALLS

Refreshing experiences centered around water are the favourite routes for many. Whether it's the Bichlach hike to the lakes

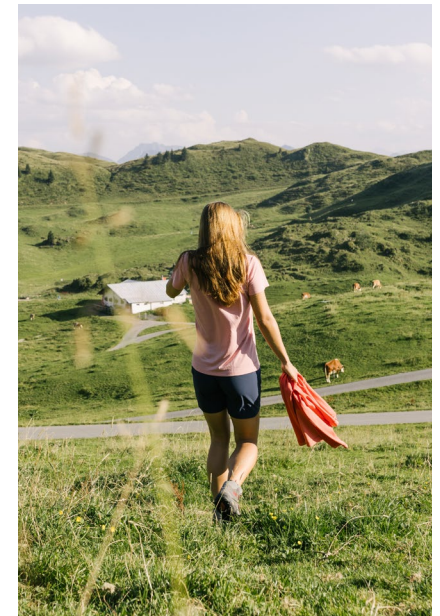
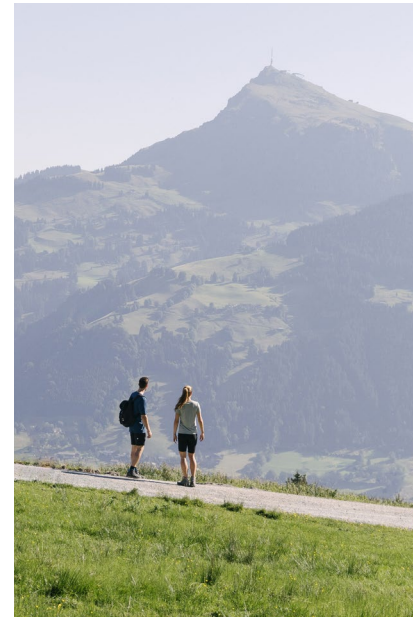
in Reith, visiting the Sintersbach and Schleier waterfalls, or hidden gems like the Blaue Lacke or Torsee, they all offer pure refreshment.

## BREAKFAST ON THE MOUNTAIN

When the first rays of sun illuminate the peaks of the Kitzbühel Alps, the early wake-up call is worth it and rewarded with a delicious breakfast on the alpine pasture. Over 60 huts in the Kitzbühel region, Wilder Kaiser, Brixental, Hohen Salve, and Kufsteinerland offer a variety of homemade delights - farmer's bread with fresh butter, accompanied by jams, cheese, and bacon. Simply enjoy and replenish all your senses.

## CULINARY HIKE - THE 3-COURSE TOUR

Experience the enchanting atmosphere of the region on a hike, while combining it with a culinary exploration. Enjoy a delightful 3-course tour through the Südberge, where impressive panoramas are paired with a delicious gourmet experience. In Kitzbühel, the symbol of sport and lifestyle, hiking and culinary pleasures merge into a harmonious unity.





# Kitzbühel's Southern Mountains



GUIDED BY MOUNTAIN GUIDE DAVID WIDAUER

Connecting  
with  
Nature.

**The hiking boots are laced up, the backpacks packed, and the smiles on our faces reveal our anticipation. Together with Kitzbühel mountain guide David Widauer, we set out for the rustic Hochwildalm in Aurach.**

## HEADING TO HOCHWILDALM

„Griaßenk, sche, dass es do seids“ (Welcome, wonderful to have you here), David Widauer beams in typical outdoor-enthusiast fashion as he introduces us to today's hike: „We're heading to Hochwildalm. Let's prepare for about two and a half hours of hiking and about about 500 m of elevation gain. As a reward, we'll get the best views of Kitzbühel's southern mountains and a great snack at Hochwildalm. All set? Well then, let's go.“ And so, we start in Aurach at the Wildalmgraben car park at approx. 1.045 m above sea level, following the signpost for

„Wildalmhütte.“ The hike begins gently downhill, perfect for warming up. We pass the unmanaged Wildalm, continue along a gravel path, cross alpine meadows, and finally continue along another gravel path until we reach our destination: the Hochwildalmhütte at 1,557 m.

## POPULAR AMONG HIKERS, BIKERS, AND CONNOISSEURS

We're not alone. Several mountain enthusiasts gather here. Some have spent the night at Hochwildalm, while others have come up with their e-bikes or mountain bikes. Such a beautiful spot naturally doesn't stay hidden. We enjoy the view, tranquillity, and cosy atmosphere. Then David asks us, „How about a hike to Gaisberg? Does anyone else feel like joining me?“ After a quick look around, hands go up, and indeed, everyone's in. After another 250 m of elevation gain,



we reach the summit of Gaisberg, between Gebra and Stuckkogel, and witness a breathtaking view of the Hahnenkamm, Wilder Kaiser, Kitzbüheler Horn, Loferer and Leoganger Steinberge, and the white giants of the Hohe Tauern National Park. There's even a cosy bench with a table

here, which we gladly occupy. As we make our way back down the trail to where we began, a realisation dawns on me: we are content, a joy found only in the embrace of nature. Thank you, dear mountains, for this unforgettable experience.

#### TOUR TIPS

##### Seidlalm

🕒 2:30 h ➡ 6,4 km ⬆️ 529 m ●●○

##### Wildalm Jochberg

🕒 4:00 h ➡ 8,9 km ⬆️ 580 m ●●○

##### Lämmerbühel Alm Kitzbühel

🕒 1:45 h ➡ 3,6 km ⬆️ 110 m ●●○

##### 4-Seen-Runde Kitzbühel

🕒 4:30 h ➡ 14,4 km ⬆️ 550 m ●●○

##### Bruggeralm Jochberg

🕒 3:45 h ➡ 9,4 km ⬆️ 525 m ●●○

The interactive tour portal allows you to easily prepare your hiking trip – route options, distances, levels of difficulty and altitude profiles are available.



MAPS.KITZBUEHEL.COM



b2b.tirol



**Tirol**

**TIROL –  
IMMER FÜR DICH DA.**

# Bike Beyond

**Famed for its winter skiing, Kitzbühel also boasts a thriving bike scene, making it the ultimate year-round destination. As the resort evolves, its commitment to sustainable adventure experiences remains steadfast, blending nature, sports, and lifestyle seamlessly.**

Kitzbühel's enduring road biking community, perennially lured by the challenge of Austria's toughest tarmac climb - the Kitzbühel Horn, boasting gradients of up to 22%, - has found itself in good company in recent years. Joining the ranks are mountain bikers and eBike enthusiasts, enticed by the resort's expanding trail network.

Central to Kitzbühel's biking offer are its meticulously designed mountain bike trails, catering to riders of all levels with flowing turns, progressive features, and expansive northshore sections.

What truly sets Kitzbühel apart is its dedication to accessibility. With the convenient access of the Hahnenkamm, Fleckalm, Sonnenrast, and Gaisberg lifts, riders can maximize their trail time and fun with friends.

Whether you're a mountain biker seeking trail experiences, a seasoned road rider craving challenges, an eBiker looking to explore nature, or a gravel enthusiast, Kitzbühel offers something for everyone. So, grab your bike, embrace the mountains, and discover the magic of riding in this Alpine paradise.

## 3 TIPS FOR BETTER BIKING IN KITZBÜHEL

### 1. Embrace eBiking

It's not just for older individuals; eBikes allow togetherness experiences where the barriers of fitness are removed, and new destinations become available.

### 2. Hire a guide

Nothing beats local knowledge. Hidden highlights and the chance to improve your technique, mean making the most of valuable holiday time.

### 3. Utilize technology

Kitzbühel's touring portal maps. Kitzbuehel and apps like Komoot offer curated collections of the most scenic biking routes in Kitzbühel.





### SONNENRAST TRAILS

Ideal for novice riders and families, the Sonnenrast Trails, opened in 2023, represent Kitzbühel's newest development. These trails feature dual lines (easy and medium) with stunning North Shore sections overlooking the majestic Kitzbühel southern mountains. The trails connect to a purpose-built MTB Skill Area at the base of the Sonnenrast bike lift.

### HAHNENKAMM TRAIL

Tirol's longest flow trail, stretching 7.2 km from the summit of the iconic Hahnenkamm, promises an epic ride. Beginning with sweeping switchback berms suitable for riders who've mastered the Sonnenrast Trails, this trail offers five thrilling sections of fun. From rollers and twisting turns in the forest - aptly named the 'roller coaster' - to open woods and dramatic changes in elevation, each stage promises an adrenaline-fuelled experience. Your adventure finishes with a breathtaking view of Kitzbühel's rooftops as you return to the Hahnenkamm gondola, ready to ride again and again.

### FLECKALM TRAIL

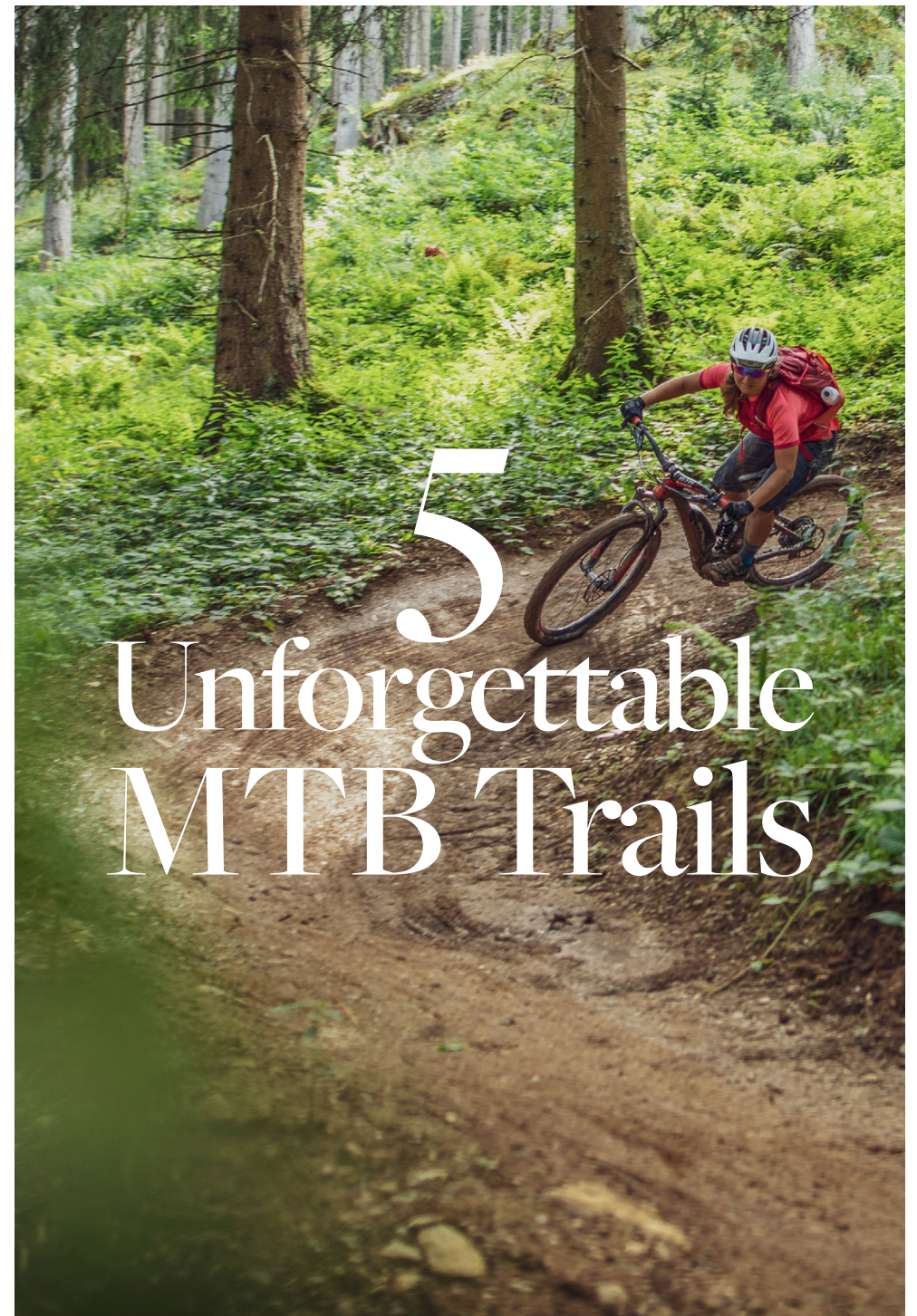
A favourite among experienced riders, the 7.1 km long Fleckalm Trail offers enduro-style terrain with roots and drops to test your technical skills. As you navigate its challenging twists and turns, you'll discover why this trail is a must-ride for seasoned bikers seeking an adrenaline rush.

### LISI OSL TRAIL

Named after the local World Cup rider, the Lisi Osl Trail offers medium difficulty terrain accessible via the Gaisberg lift. With its tight features and thrilling descents, this trail promises to level-up your riding skills and push the limits of intermediates and experts.

### GAISBERG TRAIL

Formerly the location for the national downhill championships, the Gaisberg Trail delivers heart-pounding action with its challenging terrain and steeper sections. Accessible via the Gaisberg lift, this trail offers an unforgettable experience for riders craving excitement and adventure.







# The Ultimate Bike Challenge: The Kitzbüheler Horn

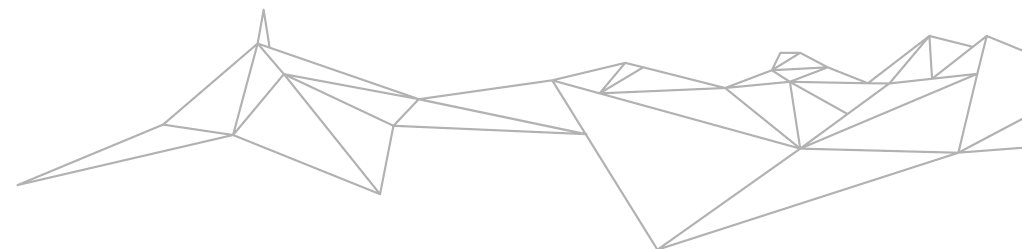
**For nearly four decades, cyclists have tested their mettle on the formidable slopes of the Kitzbüheler Horn, Austria's steepest cycling mountain. With inclines reaching a staggering 22.3 percent, this legendary route offers no respite, demanding every ounce of strength and determination from riders.**

The Kitzbüheler Horn has earned its reputation as the most challenging bike mountain in Austria, attracting seasoned road cyclists seeking the ultimate test of skill and endurance. With 18 hairpin bends spanning 7.1 kilometers and 876 meters of altitude gain, this ascent is not for the faint of heart. From 1971 to 1995, the mountain gained further acclaim hosting international mountain bike races, earning it the title of the „Alpe d'Huez“ of Austria. Since then, it has become a staple stage of the Tour of Austria, with the mountain finish at the Alpenhaus considered the king's stage of the race.

Legendary cyclists such as Cadel Evans, Georg Totschnig, and Riccardo Ricco have left their mark on the slopes of the Kitzbüheler Horn, with Austrian professional cyclist Thomas Rohregger holding the record for the fastest ascent.

Are you ready to take on the challenge of cycling at the Kitzbüheler Horn? Prepare to test your limits and experience the thrill of conquering one of Austria's most iconic mountains.

	TO THE ALPENHAUS	TO THE SUMMIT
DISTANCE	7,1 km	9,4 km
METRES IN ALTITUDE	876 m	1.201 m
NUMBER OF U-TURNS	18	30
AVERAGE GRADIENT	12,5 %	12,8 %
MAX. GRADIENT	22,3 %	> 25 %





# Summer Splendour

**As the days stretch longer and the nights grow warmer, our anticipation for summer reaches its peak - a season filled with boundless joy and unforgettable experiences. From May to October, Kitzbühel comes alive with a vibrant tapestry of events, celebrating art, culture, sports, and culinary delights. Here are some special highlights to look forward to:**

## 21<sup>ST</sup> KITZBÜHEL GOLF FESTIVAL

June 24<sup>th</sup> to June 29<sup>th</sup>, 2024: Savour culinary delights and elite golfing at the Kitzbühel Golf Festival. Experience top-tier cuisine and wines from six Austrian vintners against the backdrop of four stunning golf courses.

## GOLF THE STREIF

June 27<sup>th</sup>, 2024: A unique chance to drive, chip, and putt your ball down the world's most famous ski run, the Streif.

## KLASSIK IN DEN ALPEN

July 6<sup>th</sup>, 2024: World opera star Elina Garanca enchants and captivates Kitzbühel.

## PURA VIDA KITZBÜHEL

Every Thursday in July and August 2024: Pura Vida in authentic Kitzbühel. Experience the pulsating energy and cultural richness as the streets come alive with music, art, and community warmth.

## 80<sup>TH</sup> GENERALI OPEN

July 20<sup>th</sup> to July 27<sup>th</sup>, 2024: Step into the rich heritage of Austrian tennis at the Generali Open ATP Tennis Tournament, renowned as Austria's longest-running traditional clay court event.

## KITZ KULINARIK

August 30<sup>th</sup> to 31<sup>st</sup>, 2024: Delight your senses with the diverse flavours of the local region, as top chefs showcase the best of Kitzbühel's gastronomic heritage.

## KITZ KULINARIK

### X PIEMONTE

October 10<sup>th</sup> to 13<sup>rd</sup>, 2024: Sample the finest offerings of the Alba region. From coveted white truffles to world-class wines, enjoy meticulously crafted specialities from artisans and winemakers.



# Kitzbüchel: From Peak to Plate



**Kitzbüchel has earned a reputation as a paradise for food enthusiasts. After all, gathering with friends and family around the table, sharing laughter, recounting the day's adventures, and indulging in a delicious meal epitomizes the quintessential Kitzbüchel lifestyle.**

Although this gastronomic journey began long before your meal arrives. Farming was and continues to be a way of life in the Kitzbüchel region, with artisanal food production thriving. The diverse array of produce from the region and the relationships created over many years are the foundation of the incredible menus you'll taste.

To Tiroleans, food isn't merely sustenance; it's a cultural expression, reflecting the land and upholding traditional values. It's the fusion of these values, passed down through generations and embraced by the new wave of sons and daughters, that infuses the food scene with excitement.

## FOOD TIPS

### 1. Tiroler Gröstl

One of our state's signature dishes - a hearty skillet brimming with tender potatoes, caramelized onions, and succulent meats, all cooked to perfection in cast iron pans.

### 2. Kaiserschmarren

One dessert to rule them all. A beloved family favourite filled with sweetness - a fluffy pancake torn into delectable pieces and served with a dollop of homemade seasonal jam.

### 3. Jausen

The traditional name for a selection of cheeses and meats (perfect mountain snacks!). Each cheese has its own distinct character and flavour profile. The cured meats and sausages cannot be overstated. Whether it's the smoky aroma of Speck or the rich flavor of Kaminwürzen.



# Exploring the Wilderness: Wildpark Aurach

**Embraced by the imposing peaks of the Kitzbüheler Alps, Wildpark Aurach beckons you on a journey into the heart of nature's beauty. Established in 1972 on the historic grounds of the „Branderhof“ in Aurach, this sanctuary has blossomed into a beloved destination, weaving together the wonders of wildlife and the allure of alpine landscapes.**

Perched at an elevation of 1,100 metres above sea level, Wildpark Aurach offers a captivating panorama of the surrounding mountains, serving as a sanctuary for both animals and nature lovers. With a commitment to conservation and education at its core, the park continually strives to enhance the well-being of its inhabitants while providing enriching experiences for visitors.

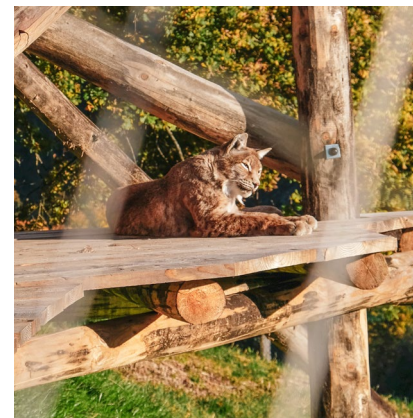
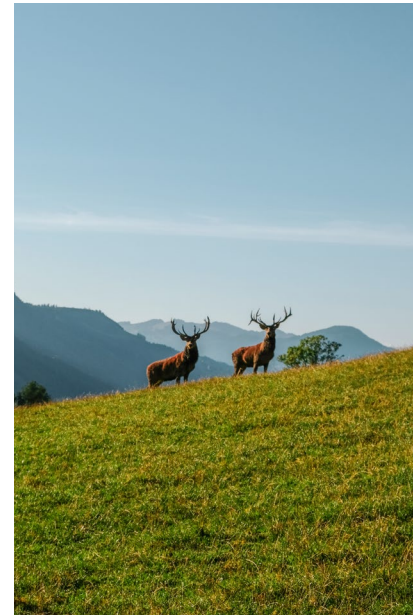
Step into the world of wildlife diversity as you encounter over 350 animals representing 32 different species. From the graceful red deer to the impressive alpine ibex, each sighting offers a glimpse into the intricate web of life thriving in the Alps. For a hands-on experience, venture into the „Streichl Stable,“ where alpacas, llamas,

ponies, and other friendly creatures await your touch.

After a leisurely exploration of the park's winding trails, enjoy a taste of Tirolean hospitality at the rustic „Branderhofstube“ restaurant. With its traditional charm and sweeping views of the Alps, it's the perfect spot to spend time together, surrounded by the relaxing Tirolean landscape.

But Wildpark Aurach's dedication to excellence extends beyond its borders. Recent initiatives include expanding habitats for birds of prey, providing them with ample space to thrive in their natural environment. Additionally, plans are underway to create new marmot enclosures, offering visitors an intimate encounter with these beloved alpine inhabitants.

As Wildpark Aurach continues to evolve and innovate, it remains a beacon of conservation and natural wonder in the Austrian Alps. Whether you seek adventure, relaxation, or simply a deeper connection with nature, a visit to Wildpark Aurach promises an unforgettable experience for the whole family.



# A Journey Through Time: The Grand Hotel

**The story of the Grand Hotel in Kitzbühel is a saga of grandeur, adversity, and redemption - a narrative that spans decades and reflects the ebb and flow of history.**

## INCEPTION AND ASCENDANCY

Born from the visionary dreams of Franz Reisch and six Kitzbühel gentlemen, the Grand Hotel emerged on the landscape in 1903, initially known as the „Hôtel Kitzbühel.“ Designed by architect Otto Schmid, the hotel boasted opulent amenities and soon became a haven for the international elite.

Under the leadership of Governing counciler Dr. Anton Kofler, it flourished, attracting affluent guests from across Europe and North America. By 1911, it had solidified its reputation as a premier winter sports destination, drawing accolades from esteemed publications.

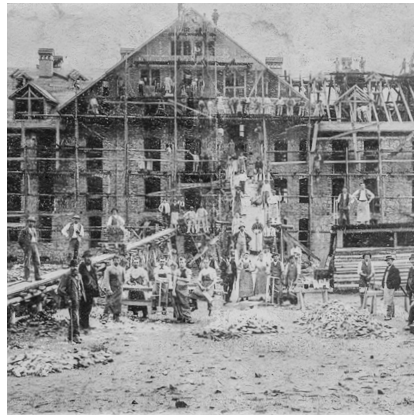
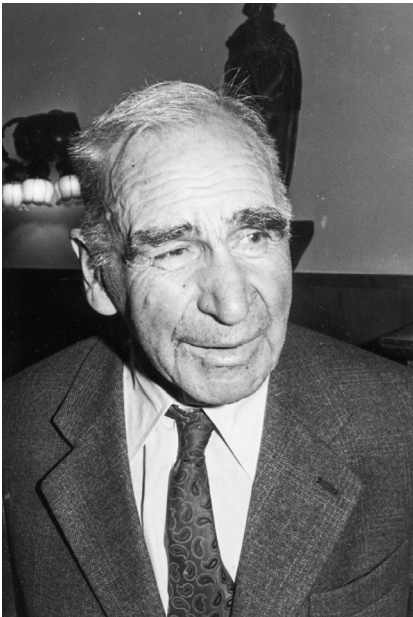
## TURBULENT TIMES AND RESILIENCE

The turbulence of World War I cast a shadow over the hotel's splendor, as it transformed

into a makeshift hospital for wounded soldiers. However, in the post-war years, the Grand Hotel experienced a resurgence, hosting the Prince of Wales in 1935, and a new wave of international aristocracy helping to deliver a period of prosperity. Yet, the reality of World War II brought fresh challenges, as the hotel became entwined with the political turmoil of the era. Despite these trials, the Grand Hotel endured, standing witness to pivotal moments in history, including the interrogation of Hermann Göring in 1945, the highest ranking military General (6-Star).

## REBIRTH AND LEGACY

In the latter half of the 20th century, the Grand Hotel faced neglect and financial strain, leading to its decline. However, in the early 21<sup>st</sup> century, entrepreneur Ernst Freiberger initiated a restoration project, overcoming legal battles and financial setbacks. After meticulous restoration, the Grand Hotel reopened in 1999 as the Alpine University—a symbol of rejuvenation and vision in Kitzbühel. Today, it stands as a testament to resilience, transformed from a symbol of opulence to a hub of education, offering a bright future for the town.





# The Tradition of the Röcklgewand

**In Kitzbühel's, the Röcklgewand stands as a timeless symbol of tradition and community. Passed down through generations, this festively adorned outfit holds a special place in local hearts, cherished for its rich history and elegant craftsmanship.**

Traditional attire can tell many stories, often passed down from generation to generation. The garment may change over the years, but the significance always connects to the region's cultural history, originating from a time when mending and repairs were a way of life, retaining sentimental value. In the Tirolean region, including Kitzbühel, the Röcklgewand (also known as a Kassettl) is worn on church holidays and special occasions such as weddings. It's proudly displayed, as owning such attire is considered a cultural honor.

„The priest always looks forward to our appearance“ says Barbara Schmidt-Hofer, one of Kitzbühel's Röcklgewand women. Her own garment tells its own story, once belonging to her grandmother's sister, who passed it down for her wedding day, saying, „Get rid of the hat - I'll give you my Röcklgewand.“ Given such history, how could Barbara resist

wearing the Röcklgewand on her wedding day?

There is an intricacy required when putting on the Kassettl. A second pair of hands comes in handy, as the numerous small hooks must be carefully fastened into loops. The silk scarf must be neatly arranged, the hairstyle perfect, and the bow elegantly tied. Wearers naturally adhere to certain rules; for instance, long hair should be styled into a bun or ‚Dutt‘ under the hat, which only married women may wear. Unmarried women may wear the Röcklgewand, but with their hair up and the apron bow tied on the left.

Once properly attired, attention shifts to accessories, as jewelry was formally a major indicator of the wearer's status and origins. While the significance has diminished over time, decades ago, wealth was measured by the number of chains on the choker necklace. The more chains, the wealthier the family. However, the elaborate clasp holding the necklace together at the front could be quite heavy. Some stories suggest wearers couldn't even lower their heads. Nonetheless, it instilled a sense of pride and dignity that remains to this day.







# A Winter Fairytale in Kitzbühel

**Kitzbühel is always in season. As a destination with tradition and exceptional charm, the enjoyable combination of sports and lifestyle creates a unique flair. From the end of November to the beginning of April, Kitzbühel is a true paradise for skiing fans! In Kitzbühel, everything is close at hand. Thanks to the Hahnenkammbahn cable car, you can access the mountains from the town on skis.**

There is also plenty of action away from the slopes in this winter paradise: perfectly groomed cross-country ski trails, winter and snowshoe hiking tracks, horse-drawn sleigh rides, or strolls through the historic town centre.

## SKIING IN KITZBÜHEL IS PASSION

Glide over the slopes with perfect technique and carve through the powder on the freeriding ridges. Prime skiing conditions await winter sports enthusiasts until the beginning of April. In addition to the world-famous "Streif" racing piste, a total of 233 kilometres of slopes will set skiers' pulses racing. The culinary options range from local delicacies to gourmet cuisine in the

60 huts and mountain restaurants in the ski area. Families especially enjoy the free beginner lifts in the valley: Rasmusleiten, Mocking, Ministreif (Kitzbühel), Hausleiten (Jochberg), Pass Thurn, Reith, and Aschau.

## WINTER HIKING

It's the easiest way to truly experience Kitzbühel's winter wonderland: simply wander through it. Winter hiking is the simplest way to leave stress and worries behind. It requires little more than good footwear, warm clothing, and one of our 35 marked trails leading you to altitudes of up to 2,000 metres above sea level.

## WINTER CLASSICS

Seeking more winter excitement? Explore 70 km of meticulously groomed cross-country ski trails, perfect for fitness enthusiasts. Feel the adrenaline rush as you toboggan down natural runs or on a specially illuminated night run. Family fun awaits at the Sportpark's ice skating rink and climbing centre, while sociable ice curling games beckon at one of our six rinks. For a touch of romance, embark on a horse-drawn carriage ride through Kitzbühel's snow-covered streets.



# Winter Highlights in Kitzbühel

**Kitzbühel is blessed with a wide variety of exciting events year-round. From thrilling sports spectacles to enriching cultural celebrations, soul-stirring musical performances, and culinary delights, the calendar is brimming with opportunities to revel in the famous Kitzbühel lifestyle.**

## ADVENT IN KITZBÜHEL

November 20<sup>th</sup> to December 26<sup>th</sup>, 2024: Traditional Christmas market with charming stalls, Tirolean delicacies and exquisite hand-crafted treasures.

## NEW YEAR'S EVE

December 30<sup>th</sup>, 2024 to January 1<sup>st</sup>, 2025: Ring in the New Year with style! Enjoy on-snow displays, music, food, and vibrant nightlife with loved ones.

## SNOW POLO WORLD CUP

January 16<sup>th</sup> to 19<sup>th</sup>, 2025: The prestigious Snow Polo tournament, showcasing thrilling equestrian action.

## HAHNENKAMM RACES

January 20<sup>th</sup> to 26<sup>th</sup>, 2025: The most spectacular ski races, with the best skiers in

the world and over 80,000 fans for a week of legendary festivities.

## STREIF VERTICAL UP

February 22<sup>nd</sup>, 2025: An uphill race where over 500 participants aim to conquer the Streif race course, a testament to endurance and mindset.

## FIREBALL

March 2025: Ski in Bond-style glamour at Fireball, a unique race inspired by James Bond's legacy in Kitzbühel.

## SPRING GAMES

March & April 2025: Enjoy spring skiing fun with friends, featuring water slides and different competitions every weekend.

## SOUND ESCAPE

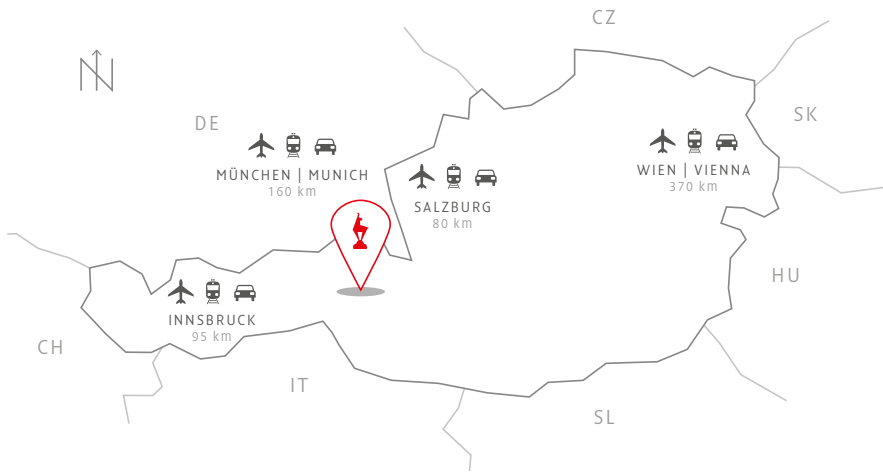
March 28<sup>th</sup> to 30<sup>th</sup>, 2025: Boutique Music Festival: A weekend of celebrations, combining the best of mountains & electronic music.

## EASTER IN KITZBÜHEL

April 11<sup>st</sup> to 27<sup>th</sup> April, 2025: Experience authentic Tirolean Easter traditions with egg hunts, music, and cultural activities.



## GETTING HERE



**Kitzbühel's easy accessibility is worth a special mention. Effortlessly reached in under 1.5 hours from three airports: Munich, Innsbruck, and Salzburg. Kitzbühel's three train stations make traveling to mountains by rail sustainable, and offers picturesque views of the Austrian landscape. By shuttle or taxi, Kitzbühel's ideal location provides direct access from the major highways when traveling from all major airports.**

### OUT AND ABOUT IN KITZBÜHEL

Kitzbühel is easily explored on foot, meaning you don't need a car! Enjoy the mountains without the stress of parking or traffic worries. Discover the 750-year-old city centre on a leisurely walk, savour the unique ambiance, and breathe the fresh air in the heart of the Alps.

Sights, shops, cafés, and restaurants are all waiting for you.

### PUBLIC BUS SERVICE

Public transport is a comfortable way of getting around in Kitzbühel and the surrounding region. The region operates a wide network of regional and ski buses.

**Explore your sustainable travel options  
to and around Kitzbühel:**

[ARRIVAL.KITZBUEHEL.COM](http://ARRIVAL.KITZBUEHEL.COM)

# Legendary Meetings

**Imagine standing amidst the majestic Alps, surrounded by the pure beauty and sublime atmosphere of Kitzbühel. Welcome to a place where the boundaries between work and pleasure blur, and meetings turn into unforgettable experiences. Kitzbühel offers the perfect setting for your vision.**

The Grand Tirolia hotel Kitzbühel impresses with a new atrium featuring a curved screen, ideal for gala events and providing an exclusive atmosphere for your guests. For a special experience, hold meetings at A-Rosa Resort Kitzbühel in a castle surrounded by

its own golf course. Alternatively, experience meetings at the foot of the Streif in the internationally renowned Rasmushof Hotel.

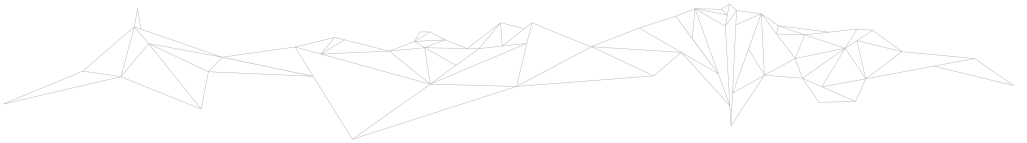
Lebenberg Schloss Hotel Kitzbühel and the family-owned Bichlhof Hotel are awarded environmental certificates, with the Bichlhof also certified as a hiking hotel. The Lebenberg Schloss Hotel Kitzbühel features a 48-meter pool with spectacular views, while the Bichlhof offers a unique blend of tradition and sustainability. Backed up by a dedicated team offering personalized solutions, Kitzbühel is the perfect location for legendary meetings.



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