



Kitzbühel Tourismus

Hinterstadt 18 • 6370 Kitzbühel, Tirol, Austria
T +43 (0) 5356 66660 • F +43 (0) 5356 66660 - 77
info@kitzbuehel.com • www.kitzbuehel.com

Portrait.

Kitzbühel „The Legend.“

Kitzbühel, the most legendary sports destination in the Alps: this self-confident slogan stands for a town that effortlessly combines tradition with sophistication. The legendary Hahnenkamm, a long sporting tradition and pioneering ventures in Alpine golf and winter sports have all contributed to Kitzbühel's worldwide reputation. Today Kitzbühel remains a place of contrasts, where rustic Tyrolean guesthouses rub shoulders with international designer boutiques. Visitors can experience Kitzbühel in many ways, from the alleyways in the medieval old town and the breathtaking pistes to the town's elegant hotels and scenic hiking trails. Tyrol's most sophisticated resort attracts visitors from all over the world, including celebrities, with its traditional character combined with modern flair. International events like the Snow Polo World Cup, multi-award-winning restaurants serving up creative cuisine, and a state-of-the-art conference centre show how Kitzbühel manages to move with the times while staying true to its roots.

Strong sporting tradition.

Kitzbühel is home to a true winter sports legend. In March 1893, Franz Reisch made the first high alpine ski descent in Austria from the Kitzbüheler Horn and laid the foundations of Alpine ski racing. The first races were organised in 1895, and Kitzbühel's first skiing championships took place in 1900. The construction of the Hahnenkamm cable car in 1931 signalled the dawn of the Hahnenkamm Races, the most spectacular ski races in the world. Kitzbühel is also home to a number of established ski schools. The most famous is probably the Kitzbühel Ski School, whose instructors are known as the 'Red Devils', and whose revolutionary outfit was designed in 1950 by skiing legend Karl Koller and the architect, visionary and painter Alfons Walde. The first golf course was opened in 1955, and today, with four courses in the town itself and another 30 close by, the region has become the golfer's paradies in the heart of the Tyrolian Alps. With international sports events and attractive leisure facilities, Kitzbühel now attracts sports enthusiasts all year round. Cycling events like the 66th International Tour of Austria and mountain bike festival KitzAlpBike attract visitors from all over the world. In 2006, Kitzbühel invested in the Mercedes-Benz Sportpark, a modern sports facility for recreational users and a place to nurture the champions of tomorrow. <http://www.kitzbuehel.com/golf/en>

A popular destination in summer, autumn and winter.

Kitzbühel offers a full diary of activities and events in summer, autumn and winter. In summer, those who love the active life flock to the town. While top-level athletes do battle in the ATP tennis tournament and the ITU World Triathlon Series, outdoor lovers enjoy hiking, golfing and mountain biking amid the idyllic scenery. In autumn, there's time to enjoy the peace and tranquillity of nature. From the Kitzbühel Food Festival to the 'David vs. Goliath' wine-tasting event, autumn is about relaxation and enjoyment. This is the perfect time to pamper body, soul - and palate. A delicious aroma of boletus mushrooms and local herbs wafts from the kitchens of local restaurants and traditional taverns. With numerous 'places of energy' and a wide range of wellness facilities, it's the perfect place to relax and unwind. Winter draws sports aficionados to the region, which has guaranteed snow. People from all over the world come to Kitzbühel to enjoy the pistes, hiking trails and cross-country ski routes. In addition to established highlights like the Valartis Bank Snow Polo World Cup and the famous Hahnenkamm Races, new events such as the Streif Vertical Up continue Kitzbühel's legendary sporting tradition. <http://www.kitzbuehel.com/en/news-and-events>

The Legend.

Kitzbühel