

# Festive opening of the Kitzbühel Advent

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## Open Wednesdays to Sundays until 26th December 2024.

*On Wednesday, 20 November 2024, Kitzbühel Tourismus will ceremoniously open the Kitzbühel Advent together with the Mayor of the town of Kitzbühel, the town priest Michael Struzynski and the tower wind players of the Kitzbühel town music band.*

The traditional Kitzbühel Advent in the Kitzbühel Hinterstadt and in the town park is open every Wednesday to Sunday from 14:00 to 20:00 until 26 December 2024. Special opening hours apply on the following days: on 23 December from 14:00 to 20:00 and on 24 December from 10:00 to 14:00.

For Kitzbühel Tourismus Managing Director Dr Viktoria Veider-Walser, the Kitzbühel Advent has been a project close to her heart for many years: 'We are particularly pleased that we are able to expand the quality of our popular Kitzbühel Advent every year. This year we can welcome almost 50 stall holders at 36 stalls. Two stands are run alternately by associations for charitable purposes and on Saturdays the children's carousel is free for all children thanks to Kitzbühel sponsors. The Kitzbühel Advent is a high-quality traditional event that is only possible thanks to the excellent cooperation of all local partners.'

### **Christmas as it used to be**

Kitzbühel is known far beyond the country's borders as a destination with tradition and extraordinary charm. Especially during Advent, when the over 750-year-old town centre and the town park shine in Christmas splendour during the Kitzbühel Advent and tell their own winter fairy tale, the long-awaited wish for pre-Christmas peace and idyll comes true for visitors.

The scent of hot chestnuts and fruit punch fills the air. Childhood memories are awakened at the traditional Kitzbühel Advent. Regional delicacies and traditional handicrafts can be found at numerous lovingly decorated stalls. Mulled wine is drunk from specially designed Advent cups, while performances by local choirs and music groups provide an atmospheric setting. There is also plenty for the little ones to experience: the children's programme in the Kinderbastelalm, listening to Christmas tales or taking a ride on the historic carousel. The Christmas post office in Kitzbühel is something very special. Children, and of course adults too, have the opportunity to send their wish list directly to the Christ Child at this magical place.

### **Atmospheric programme**

The St. Nicholas procession on Friday, 6 December 2024 at 17:00 will shorten the wait for Christmas Eve for the little ones, after which the Krampus procession in the front town of Kitzbühel will provide spooky moments. The annual highlight is the two live concerts by the famous Wilten Boys' Choir, one of the most traditional and renowned boys' choirs in Europe, who will create an atmospheric atmosphere during their performances on Saturday, 7 December 2024.

A special feature and premiere this year: Christmas music from Kitzbühel will also be played at Kitzbühel Advent. Rosi Schipflinger, better known as the singing landlady, will be performing with Lois and Stephan with her Christmas song created especially for Kitzbühel with the promising title 'In Kitz do gibt's koa Rentier'. The Tyroleans Marco Macheiner and Peter Neubauer stage a Christmas setting for the first time, in which Wolfgang Ambros can fully unfold his vocal talents together with a few small and large friends. The single 's'Christkind' is released in co-operation with the ORF campaign 'Licht ins Dunkel' and is a freely translated and reinvented version of the now 92-year-old Christmas classic 'Santa Claus is coming to Town'. All programme items and event highlights from Kitzbühel, Reith, Aurach and Jochberg can be found at [advent.kitzbuehel.com](http://advent.kitzbuehel.com)