

Festive opening of the Kitzbühel Advent

Open Wednesdays to Sundays until December 26, 2023.

Kitzbühel Tourismus opened the Kitzbühel Advent on Wednesday, November 22, 2023 together with the mayor of the town of Kitzbühel, the town priest and the tower blowers of the Kitzbühel town music band.

The traditional Advent market in Kitzbühel's Hinterstadt and in the town park is open every Wednesday to Sunday from 2:00 pm to 8:00 pm until December 26, 2023. Special opening hours apply on the Christmas holidays: on December 24 from 10:00 to 14:00 and on December 25 and 26 from 14:00 to 20:00.

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 center and the town park shine in Christmas splendor 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 program 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.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is delighted about the successful implementation of this event once again: "The Kitzbühel Advent is a joint project close to our hearts. In often hectic everyday life, it is all the more important to create quality time-outs and celebrate the pre-Christmas period together."

Atmospheric program

The St. Nicholas procession on December 6, 2023 at 5:00 pm will shorten the wait for Christmas Eve for the little ones. 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 December 8, 2023. Traditionally, the lovely sounds of the carillon of St. Catherine's Church can also be heard at 20:00 on the open days.

Further program points await visitors in the surrounding villages: from the walk-in Advent calendar in Reith to a romantic Advent afternoon in the Aurach Wildlife Park and the Jochberg Advent Roas.

All program points and event highlights from Kitzbühel, Reith, Aurach and Jochberg can be found at advent.kitzbuehel.com