

## Kitzbüchel strengthens expertise in the hiking sector

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Hiking is one of the main exercise themes in the Kitzbühel mountain summer. In recent years, the region has invested heavily in the topic in order to inspire guests with the fantastic nature, tranquillity and great hiking opportunities. With a network of 1,000 kilometres of trails, the Kitzbühel region offers the entire spectrum of hiking: from beginner-friendly contour line hikes with ascent assistance from the mountain railway to challenging hikes and demanding alpine tours.

Dr Viktoria Veider-Walser, Managing Director of Kitzbühel Tourismus, is convinced of the value of hiking as a product, as numerous studies confirm: 'Mountain hiking is and remains a classic and the main reason why our holiday guests book in summer. Hiking is also becoming socially acceptable among younger target groups. This is shown by the outdoor fashion trend in urban areas alone. We are all the more pleased that Aurach and Jochberg are specialising in this topic with hiking hosts, high-quality hiking destinations and infrastructure.'

### **Aurach | On the trail of Tyrolean customs**

The famous Kitzbühel painter Alfons Walde was so enthusiastic and inspired by the charming village of Aurach that he immortalised it in his paintings: the idyll in the small village at the foot of the Kitzbühel South Mountains is almost surreally beautiful. Aurach is famous for its stately hereditary farmsteads, ornate wooden buildings, colourful Lüftl paintings, the original Tyrolean character and the lovingly tended farm gardens.

For Aurach local committee chairman Jürgen Stelzhammer, every guest is important: 'The entire infrastructure, including the hiking trails, can be used by everyone, locals and guests alike. It is a privilege that they are regularly maintained by the employees of the Kitzbühel Tourismus building yard.' The Lifesport Hotel Hechenmoos is a certified hiking host.

Hiking tips | One of the most beautiful high-altitude hiking trails runs straight ahead and leisurely from the Bichlalm to the Hochwildalm. The 9-summit tour is a unique experience in the Kitzbühel South Mountains, especially for experienced hikers.

### **Jochberg | Of old copper treasures and the magic of water**

Village idyll and a great history: Jochberg is a village with a lot to tell. The small village was famous early on for a special treasure, as copper was mined here around 3,000 years ago. In addition to its long history, today it is above all the special natural jewels centred around the theme of water that give Jochberg its unique character.

For Jochberg local committee chairman Stefan Zwertetschka, hiking in summer in Jochberg is the core theme, which can be offered to everyone thanks to the gentle grass mountains: 'We are very pleased that as a member of the Austrian Hiking Villages we can jointly implement the high quality standards and thus offer a perfect range of hiking trails, hiking infrastructure and certified hiking hosts.' From the luxury hotel Kempinski Hotel Das Tirol to the private landlord Ederhof and the two inns Jochberger Dorfstubn and Alte Wacht, guests will find the right hiking accommodation in the region.

Hiking tips | The impressive natural spectacle of the Sintersbach waterfall is a delight for hikers of all ages. An insider tip in Jochberg is the wonderful hike starting from Schering via the reservoir to the Blaue Lacke and back with a stop at the Brugger-Alm.

Further information about the destination Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)