

# Kitzbühel Tourism Prepares for Brand Relaunch

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**The teaser campaign "Something NEW is coming" is sparking curiosity.**

*Out-of-home posters, advertisements, and initial video snippets on social media are currently hinting at a major change in the Kitzbühel region with the words "Something NEW is coming."*

What is behind this cryptic campaign? Who is responsible for it? What will happen on June 20, 2024? And the most important question of all: Will the chamois remain? These and other questions are being asked by locals and visitors, social media followers, and tourism enthusiasts.

## **Another Milestone in Strategic Direction**

Since the joint initiation of the brand development process by Kitzbühel Tourism in 2021, many things in the region have moved in a unified direction. A significant success was the integration of the success patterns defined in numerous workshops into the strategy of Kitzbühel Tourism. This vision for the future is now being incorporated into product and organizational development. Joint initiatives and collaborations on topics such as Outdoor Active, Culinary Delights, Inspiring Networks, and Workation enable focused progress towards a shared, long-term vision.

For Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser, another milestone in the strategic direction is approaching: "On June 20, 2024, we will jointly usher in a new era of our communication strategy on-site under the motto 'Back to the Future.' Starting June 21, the Kitzbühel brand will present itself extensively in a new guise. We won't reveal more for now."

## **New Era in Communication Strategy**

In addition to the reorientation of the Kitzbühel brand, extensive work has been done in recent months on developing new brand equity to lay the foundation for the upcoming relaunch. A new vision and mission, revised brand values, and specific style groups will pave the way for a unified external appearance in the future.

Until the final reveal on June 20 and 21, 2024, Kitzbühel Tourism is keeping a low profile. Occasional snippets on social media and a specially created landing page hint at significant changes with the words "Be part of something big." In the remaining days, it is important to review the additional clues and prepare to be surprised by the soon-to-be-revealed final result. The digital age is definitely about to make its mark in Kitzbühel.

All information about the teaser campaign can be found on the social media channels of Kitzbühel Tourism as well as on their website. [new.kitzbuehel.com](https://www.kitzbuehel.com)