

Kitzbühel welcomes KURIER ROMY to the Winter Opening 2025

Austria's most coveted film and television award comes to the Gamsstadt.

For the first time in its history, the KURIER ROMY will take place in the picturesque setting of Kitzbühel. The exact date has also already been set: Friday, 28 November 2025. This change of location to Tyrol marks the start of a new chapter for the traditional award ceremony.

After 35 years in Vienna, the change of location offers the opportunity to provide fresh impetus. As the most legendary sports town in the Alps, Kitzbühel also has a rich history in film and television. The Gamsstadt is known as a home and holiday destination for filmmakers as well as the location for numerous international productions.

Dr Christian Harisch, Chairman of Kitzbühel Tourismus, is proud to welcome the KURIER ROMY to this year's winter opening in Kitzbühel: 'The countless visits by Romy Schneider in the 60s and 70s were legendary. It feels like she's coming back to Kitzbühel in 2025.'

Strategic realignment

The move to Kitzbühel is part of a strategic initiative by KURIER Medienhaus to address new target groups and present the ROMY brand in a new context. This will not only attract national attention, but also strengthen the international appeal of the event. Kitzbühel Tourism has always had an international mix of guests. By the time the event takes place at the end of November, the traditional Kitzbühel Advent is already shining in Christmas splendour.

'Kitzbühel and the KURIER ROMY Gala embody the glamour and exclusivity of Austria and allow the pinnacle of winter sports to meet the finest moments of entertainment,' sums up Kitzbühel Tourism Managing Director Dr Viktoria Veider-Walser. 'When two strong brands come together, something fruitful can result. For the KURIER ROMY in particular, the desirability of the most legendary sports town in the Alps and Kitzbühel's proximity to southern Germany offer potential for its future direction. With the date at the end of November - right at the start of the Hahnenkamm cable car, we are also creating a special kind of winter opening.'

KURIER ROMY and ORF

Richard Grasl, Managing Director of KURIER, explains: 'With the decision to bring the KURIER ROMY to Kitzbühel, we are sending a strong signal in favour of innovation and new perspectives. The Kitzbühel Film Festival offers the perfect stage to present the award in an even more international context. And there is probably no more glamorous location than Kitzbühel - making it the perfect venue for our ROMY. Our aim is to work with all those responsible to build and establish the biggest film and television award in the DACH region here.' He continues: 'The proximity to the strong TV and media location of Munich and the entire German market will certainly strengthen the award!'

This year, ORF will once again broadcast the glittering awards ceremony live - with a time delay - on ORF 2 and on the ORF ON streaming platform and will accompany the event with up-to-date reporting. 'We are delighted to be on board as a long-standing partner. ORF alone produces around 500 films, documentaries and series every year. The KURIER ROMY celebrates Austria's and especially ORF's commitment to Austria as a film location and documents in a high-calibre way how good the cooperation with the domestic film and TV industry is,' says ORF Director General Roland Weißmann. He continues: 'The KURIER ROMY also impressively illustrates the audience's attachment to its stars and shows how important their TV favourites are to Austrians. This is not surprising: 6.4 million people use at least one ORF programme every day - that is 85 per cent of the population. They are all potential ROMY voters, making the KURIER ROMY an indispensable expression of the bond between the public and ORF stars.'

Co-operation with the Kitzbühel Film Festival

Another highlight is the newly established cooperation with the renowned Kitzbühel Film Festival. This partnership combines the glamorous world of the KURIER ROMY with the creative energy of one of Austria's most exciting film festivals and promises new impetus for both events. Everyone knows the KURIER ROMY as a major TV event on Saturday evenings. From this winter season, a whole week at the end of November in Kitzbühel will be dedicated to film and television.

Michael Reisch, founder and managing director of the Kitzbühel Film Festival, emphasises the importance of the collaboration with the KURIER ROMY: 'The synergies between the Kitzbühel Film Festival and the KURIER ROMY strengthen Austria as a film and production location. Both the Kitzbühel Film Festival and the KURIER ROMY will benefit from the expansion of content and innovations made possible by this forward-looking alliance. Industry networking was already firmly anchored in the DNA of the Kitzbühel Film Festival. In this new constellation, Tirol will become a centre of attraction for the film and television industry from the entire German-speaking region. Thanks to the fruitful cooperation with Kitzbühel Tourism, the festival week marks the start of the cinematic season in the Tyrolean Alps.'

Filmfestival Kitzbühel Director Markus Mörth is delighted that the new cooperation with the KURIER has resulted in a balanced mix of new highlights and a tried and tested programme.

Further information on the KURIER ROMY will soon be available at romy.at

Further information about the destination Kitzbühel can be found at kitzbuehel.com