

# The newest trails in the 360° Flow Trails paradise - the Sonnenrast Trails

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**A new practice area and the new Sonnenrast and Streiteck trails complete the 25 kilometres of bike trails currently on offer in Kitzbühel and Kirchberg.**

*The MTB Family Area Streiteck comprises 1.4 km of trails and offers everything beginners and slightly advanced riders need to practise and try out. The Sonnenrast Trails are a 1.8 km long flow trail with berms, playful rollers, wooden walkways, a spectacular wooden snail and breathtaking panoramic views. The Streiteck Trail (0.8 km), a moderately difficult line with optional jumps, drops, bridges and other trail elements, runs in the immediate vicinity.*

The Sonnenrast Trails are part of a cross-regional master plan supported by the LEADER programme and the state of Tyrol. The BIKE ARGE association, consisting of Bergbahn AG Kitzbühel, Kitzbühel Tourismus, the Kitzbüheler Alpen - Brixental tourism association, the municipality of Kitzbühel and the municipality of Kirchberg in Tirol, is the initiator of the project. The company Allegra is supporting the process.

The Sonnenrast Trails represent the first milestone in a cross-regional overall concept. The MTB Family Area Streiteck and two new trails in the area of the Sonnenrast chairlift were built. The Sonnenrast Trail - the main trail of the new offer - and the MTB Family Area Streiteck were officially opened on 28 July 2023.

The new bike offer is already being used extensively, with beaming faces and positive feedback from all sides. Kitzbühel's mayor Dr Klaus Winkler was also impressed at the opening: "I am thrilled with what has been created here on the Ehrenbachhöhe and in the Streiteckmulde in such a short space of time. The Sonnenrast Trails perfectly complement the existing bike offer and are a further step towards a sustainable leisure programme for our locals and guests. The BIKE ARGE and the construction companies involved have done an outstanding job. A big thank you also goes to the landowners and the representatives of the authorities for their excellent cooperation," praised Dr Klaus Winkler. "Bike tourism has great potential. By expanding the bike offer for families and athletes, the existing lift facilities can also be better utilised," concluded Dr. Klaus Winkler, Chairman of the Supervisory Board of Bergbahn AG Kitzbühel.

## **Aim of the BIKE ARGE association**

Last year, Bergbahn Kitzbühel, Kitzbühel Tourismus and the Kitzbüheler Alpen - Brixental tourism association jointly founded the BIKE ARGE association. This association promotes the development of cycling and hiking trails, excursion destinations and bike trails from Kirchberg to Mittersill under the "Green Mountains" brand umbrella.

The Sonnenrast Trails are a successful example of the "Gentle Mobility" masterplan. This project takes various needs into account and creates attractive solutions for managing visitor flows by separating forest and hiking trails. Planning and realisation is carried out in close cooperation with all stakeholders, including forestry, hunting, nature conservation, agriculture, landowners, municipalities, authorities and the province of Tyrol.

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The Sonnenrast Trails offer long-term benefits for everyone, including hikers, who can use the Sonnenrast chairlift with a Bergbahn AG Kitzbühel lift ticket to get from the Streiteckmulde to the Ehrenbachhöhe.

### **MTB Family Area Streiteck**

The MTB Family Area Streiteck, ideal for families and beginners, is located near the valley station of the Sonnenrast chairlift and can be reached with the Sonnenrast chairlift or on foot. A 100 metre-long conveyor belt and several children's and practice trails with a total length of 1.4 km are available.