

# Traditional Easter program in Kitzbühel

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## Experience the diversity of Easter.

*At Easter, a creative collaboration unfolds in Kitzbühel and the neighboring villages of Reith, Aurach and Jochberg, in which new ideas are realized with great commitment every year.*

This year's Easter celebrations in the Kitzbühel region are once again all about "nature, tradition and history". Traditionally, as in the past, the decorative implementation is a joint project of Kitzbühel Tourismus, the town of Kitzbühel, the building yards and the communities of Aurach, Reith and Jochberg as well as numerous Kitzbühel institutions.

In 2024, locals and guests alike will once again be welcomed with atmospheric Easter decorations and a varied program. Because customs and tradition are of particular importance in the Kitzbühel region.

## A series of Easter events

From March 22 up to and including April 7, 2024, all signs point to Easter in the region. There is plenty for young and old to discover. On the opening weekend on Saturday, March 23rd, the Kitzbühel Easter food market not only offers Easter ham and Easter pastries, but also a baking workshop for palm pretzels and other Easter pastries. The popular Easter market takes place in Jochberg in the afternoon.

For Kitzbühel Tourismus Managing Director Dr. Viktoria Veider-Walser, the activation at Easter is very important: "With the aim of making our four villages attractive all year round, it is particularly important for us to enhance the region, especially in the so-called off-peak times. With a varied Easter program and extended opening hours for Bergbahn AG Kitzbühel, we hope to provide a good basis for extended opening hours for our member businesses."

## Experience the Easter tradition

Easter is steeped in history and stands for traditions and delicious recipes that should never be forgotten. This year's Kitzbühel Easter program includes highlights for the whole family, such as tying palm bushes, dyeing Easter eggs with natural dyes, making Easter candles and baking traditional Easter pastries, as well as interesting traditional festivals and themed hikes to regional pilgrimage sites.

Every day until April 7, 2024, visitors have the opportunity to visit the flower exhibition at the Kitzbüheler Horn middle station, the daily game feeding in the Aurach Wildlife Park and an art exhibition in the foyer of the Aquarena.

## Easter window display competition

As part of this year's town center revitalization, Kitzbühel businesses are once again invited to decorate their window displays. Due to the extremely positive response from previous years, Kitzbühel Tourismus is particularly pleased to be implementing the big Easter window display competition in 2024 as well.

### **Musical highlight - First Kitzbühel Boutique Festival**

Together with Bergbahn AG Kitzbühel and the participating businesses on the mountain and in the valley, Kitzbühel Tourismus presents the first Kitzbühel Boutique Festival - with free admission. The festival kicks off on Saturday, March 30, on the mountain, followed by the festive opening of the Kitzbühel Mainstage in the town center in the late afternoon. After this kick-off, the bars and clubs await visitors with a first-class line-up. The continuation of the festival on Sunday, March 31st and Monday, April 1st offers a continuous experience: the route leads from the mountain to the Kitzbühel Mainstage and finally to the various establishments.

All further information can be found at [easter.kitzbuehel.com](https://easter.kitzbuehel.com) and at [soundescape.kitzbuehel.com](https://soundescape.kitzbuehel.com)