

#wirsindKitzbüchel in further implementation

ARGE Kitzbühel is regarded as an active supporter of the success patterns that have been developed.

Kitzbühel Tourismus has been pursuing a co-creative approach to strategic destination development since 2021. A joint vision for the future has been developed with the involvement of all stakeholders in the living space. Ongoing implementation projects are now ensuring that the patterns of success are anchored in the region.

Since the branding process was initiated in 2021, over 70 Kitzbühel residents of all ages and professions have been working at full speed on a voluntary basis to implement specific projects as part of the jointly developed vision for the future. While the aim is to continue working on quality and top performance for products that are already successful, such as "Outdoor Active" and "Culinary Delights", the vision for the future also takes trend topics into account, such as "Workation", which is still in its infancy. Everything that emerges from this new vision of Kitzbühel Tourismus serves one purpose: to make Kitzbühel even more attractive as a place to live - My Preferred Place for Being, for guests as well as for locals, second homes and employees.

Quality initiative of Kitzbühel's favorite places

In the area of Outdoor Active - exercise in the great outdoors - numerous infrastructure projects have been carefully planned and implemented with great attention to detail in recent years.

Together with ARGE Kitzbühel, consisting of the municipality of Kitzbühel, Bergbahn AG Kitzbühel, Kitzbühel Ski Club and Kitzbühel Tourismus, the first step on the agenda in 2022 was the beautification of the legendary Hahnenkamm. This involved replacing all the seating and revamping the signage system. In 2023, the quality initiative focused on the summit area of the Kitzbüheler Horn.

Natural jewel Schwarzsee

The Schwarzsee is known to be a special place of power in Kitzbühel. Last fall, the Kitzbühel Tourismus building yard, together with the Kitzbühel municipal building yard, began cleaning and beautifying the popular forest mile. The banks have also been resurfaced by the two teams over the last two years. A total of 40 new benches, 10 relaxation loungers and 2 Hollywood swings have now been installed around the rest area for people to linger and enjoy. The wood and structures come from regional partners.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is delighted about the cohesion and joint implementation as part of the #wirsindKitzbüchel initiative: "We are particularly pleased that the official Kitzbühel, consisting of the municipality of Kitzbühel, Bergbahn AG Kitzbühel, the Kitzbühel Ski Club and Kitzbühel Tourism, actively supports the ideas of those involved in the branding process. This enables us to implement smaller and larger successes on an ongoing basis, thus ensuring the strategic, targeted and continuous development of our success patterns. For the Schwarzsee project, we are particularly grateful to Mayor Dr. Klaus Winkler, lake manager Rudi Widmoser and the two building yards."

Mayor Dr. Klaus Winkler is delighted with the successful joint project around the Schwarzsee: "For Kitzbühel, it is particularly important to all of us to create joint activities with benefits for locals and guests."

All information on the branding process initiated by Kitzbühel Tourismus can be found at marke.kitzbuehel.com