



FAIRY-TALE WINTER IN KITZBÜHEL

Kitzbühel is always in season. In winter, Kitzbühel is a destination full of tradition and exceptional charm. From November to Easter, ski enthusiasts will find their paradise in Kitzbühel. In addition, Kitzbühel is a town of short distances. You can ski from the top of the mountain right into the valley, and the Hahnenkamm gondola is only a 3-minute walk from the 750-year-old town center.

Away from the ski slopes, a fairy-tale winter paradise awaits, with perfectly groomed cross-country ski trails, various winter and snowshoe hikes, horse-drawn sleigh rides or a stroll through the historic town center. Discover all of Kitzbühel's fascinating facets.

Time out in the Gamsstadt

A trip to the Gamsstadt is an experience. The diverse combination of cozy ambience, typical Tirolean hospitality, and a range of different sports guarantees pure *joie de vivre*. The easy accessibility, high density of 4- and 5-star hotels, as well as countless family businesses and traditional guesthouses guarantee an enjoyable stay with the finest cuisine, ranging from traditional home cooking to international haute cuisine.

Skiing in Kitzbühel – A Passion

Whether it's perfect turns over groomed slopes or deep in off piste powder, winter sports enthusiasts will find the best skiing conditions from November until after Easter. In addition to the world-famous "Streif", a total of 233 kilometers of downhill will make any skier or snowboarder's heart race. You'll find everything from traditional local delicacies to gourmet cuisine in the 60 huts and mountain restaurants in the ski area. Families in particular will enjoy the free practice ski lifts in the valley.

The Legendary Streif

One word, one legend: Streif! The most spectacular downhill run in the world can be conquered in both winter and summer. But be careful: anyone who follows in the footsteps of the world's best downhill skiers must be a very experienced skier. Sections of the Streif, such as the steep Mausefalle or Hausberg Kante are marked as "extreme ski routes". However, skiers can also have their own Streif experience: on the "Family Streif" – you can breathe in the World Cup air at a more leisurely pace, as it avoids the most difficult sections. Beginners can try the "Mini-Streif", a skill course at the foot of the Hahnenkamm. Another highlight of the Kitzbühel ski area is the "Ganslernhang", Here, technical skiers can tackle one of the last classic slalom courses in the World Cup.

Other Winter Activities

There's a reason why Kitzbühel is considered the most legendary sports town in the Alps. There are many other winter activities besides downhill skiing on offer, such as cross-country skiing, winter and snowshoe hiking, tobogganing, ice skating, or curling. On the 70 kilometers of cross-country ski trails around Kitzbühel, there are many routes that are easy to navigate and without extreme inclines, but which are still set amongst a breathtaking mountain backdrop. Kitzbühel Tourism also offers guided winter and snowshoe hikes to the most beautiful places in Kitzbühel for anyone who doesn't want to miss out on the summit experience in winter.



An Alpine Shopping Experience

Kitzbühel combines urban flair with traditional Tirolean hospitality, offers culinary variety, as well as exclusive shopping opportunities. An enjoyable combination of sport and lifestyle. The Kitzbühel town center is known for its perfect ambience for shopping in the Alps. International brands as well as Kitzbühel "fashion originals", such as Sportalm, Frauenschuh, Franz Prader, or Helmut Eder can all be found in shop windows. It's also worth visiting one of the craft workshops of the "Kitzbüheler Meistergilde".

From Tirolean Huts to Gourmet Establishments

The culinary journey through the region ranges from traditional local dishes to international gourmet cuisine. In the huts on the mountain or in the restaurants in the valley, traditional food awaits, while in the award-winning restaurants, elite chefs conjure up exquisite delicacies. Kitzbühel's variety of restaurants range from rustic hideaways to multi-award-winning gourmet restaurants. 11 restaurants with 13 stars make gourmet lovers hearts race.

Kitzbühel's #LocalHeroes

It's the people who make Kitzbühel and its surrounding villages Reith, Aurach and Jochberg so special. The #LocalHeroes series is all about the people who make Kitzbühel the town it is, where the real heroes of the region are put into the spotlight. They wouldn't describe themselves as heroes, but they are, because of their passion for Kitzbühel and for what they do.