

# A winter fairytale in Kitzbühel

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**Just in time for Christmas, Kitzbühel Tourismus presents numerous innovations in the Gamsstadt.**

*What's new in Kitzbühel? Probably the most frequently asked question before a visit to Kitzbühel and especially before the upcoming Christmas vacations.*

Conversions, renovations, new restaurant and store concepts as well as innovations in the ski area - the most important new features in the destination of Kitzbühel are clearly summarized below.

Kitzbühel Tourismus Managing Director Dr. Viktoria Veider-Walser is delighted with the drive on site: "Just in time for the start of the winter season, we are delighted to be able to present such a large number of innovations. It is extremely exciting to see what has happened in recent months and that the destination is constantly evolving."

## **New restaurants and clubs**

Located directly at the middle station of the Wagstättbahn in Jochberg, the Wagstätt-Alm invites you to enjoy a cozy break. The meeting point for skiers, snowshoe hikers, walkers and anyone who wants to enjoy the mountain flair has been run by the Holzer family since this winter season.

At the Krumma in Reith, everything revolves around the perfect moment of indulgence - for a little break in between or an invitation to a special occasion. A variety of exquisite delicacies are served in the former Neumayr bakery.

From this winter season, the popular Hostaria Kitzbühel will be run by Simone, known from Il Gusto, and Pablo, known from Caffé Beluna. Hot dishes such as pizza, panini and tarte flambée are also available seven days a week in the new winter lounge at Caffé Beluna.

Over ten years ago, Fabrice and Katrin Kieffer launched Les Deux in Munich, which has since become a gastronomic hotspot. On February 5, 2024, the Alsatian-born owner of Munich's oldest wine house will open the new Les Deux Kitzbühel. In a brasserie atmosphere, the restaurant offers modern interpretations of classic French dishes.

While the legendary club Take Five is already celebrating its 30th anniversary, dance enthusiasts have been delighted with a new addition since the beginning of December: the Niio Club Kitzbühel, in the basement of the Kitz Galleria, has been thrilling guests with a converted location and top-class DJ sets. The associated Kitz Galleria café on the upper floor of the department store serves breakfast, a wide variety of lunch dishes and a large selection of cocktails. The view of the surrounding mountains is best enjoyed on the newly renovated roof terrace.

The Lichtl in the Vorderstadt was taken over a few months ago and invites the young and young at heart from

Wednesday to Saturday - events, including live music, included.

## **Well bedded in the Gamsstadt**

The renovation work completed at the Hotel Kitzhof Design Resort in autumn has improved the hotel and optimized the day-to-day work of the staff. These include high-quality oak floorboards, natural stone, a new lighting concept in the conference rooms as well as the modernization of the reception and the expansion of the air conditioning. A total of 33 rooms were renovated and two additional garden suites were added.

At the Hotel Grand Tirolia Kitzbühel, the new atrium is equipped with state-of-the-art technology and a 270-degree screen, making it ideal for events of all kinds. The Golden Kitzbühel in the former herbarium invites you to enjoy live music, exclusive drinks and an atmosphere like New Orleans in the 1920s.

## **Where shopping dreams come true**

Sportalm Kitzbühel not only celebrated its 70th anniversary in 2023, but also opened the newly renovated store in Josef-Pirchl-Straße at the beginning of December. The colorful winter collection as well as the popular dirndls are available in the modern, bright rooms.

This winter season, the Dior fashion house is bringing French flair to the Gamsstadt with its first Cruise pop-up until the end of February. The store presents itself in the style of the "Dior Cruise 2024" collection with wooden elements, the color white and golden butterflies.

Founded by Giacomo and Franco Loro Piana, Sease is a premium lifestyle brand that combines elegance with performance. The fashion in the new store on Josef-Herold-Strasse blurs the boundaries between urban and activewear with an incomparable level of quality.

In 1951, the lawyer Achille Maramotti founded the Max Mara fashion group from a small family tailoring business, which also opened a flagship store in Kitzbühel's Vorderstadt before the start of this year's winter season. Just in time for its tenth anniversary, the Teddy Bear Icon Coat is also available for aspiring fashionistas, including matching accessories.

The smallest Montblanc boutique in Austria, out of a total of six locations, can be found in Kitzbühel's Vorderstadt from this winter season. Christoph and Yvonne Schroll offer the entire portfolio from writing instruments to leather accessories and watches.

Handmade bags and other leather goods from Kitzbühel-based Pierre Beaulieu are now also available in the Nature Deer store.

Two new stores have been delighting traditional costume lovers since the summer season. Stuttgart designer Kinga Mathe presents unique creations and high-quality fabrics in her first location for her traditional costume label of the same name in Kitzbühel. AlpenHerz by Sandra Abt and Verena Krist is available in the Lena Hoschek Store Kitzbühel: from dirndls and dirndl blouses to accessories and complete outfits.

## Active through the day

In Jochberg, Bergbahn AG Kitzbühel has replaced the Trattenbach triple chairlift and the Gauxjoch T-bar lift from the 1980s with two chairlifts that represent the most modern and sustainable ropeway technology in the world. The two new 6-seater chairlifts offer the highest level of ride comfort with premium seats, intelligent seat heating and a lightly tinted weather protection hood. There are no more waiting times, even at peak times in the high season, as the speed and transport capacity of the lifts have been doubled. As an international pioneering project on the subject of sustainability, the stations were covered with photovoltaic systems. Part of the energy required can be generated using the power of the sun itself, and the mountain railroad also relies on the LEITNER EcoDrive system, which is being used for the first time in Austria. The automatic, adaptive speed control for ropeways saves up to 20 percent energy. A camera system records the number of guests waiting at the stations and regulates the speed of the lifts on this basis. The "Intelligent Heat Detector System (IHD)" developed by employees of Bergbahn AG Kitzbühel and implemented by LEITNER only heats the seat surfaces of the chairs if they are actually being used by a person. This works by means of heat sensors and a utilization control at the access barriers.

KTC The Clubhouse is not only a café, bar and restaurant, but also offers curling in the cold season.

In the planned indoor golf simulator in Graggaugasse for optimal golf training in winter, Sport Etz also offers club fitting and an extensive range of stores. The Kitzgolf Academy also prepares you perfectly for the next golf season with the Trackman indoor simulator. Both options offer impressive technical training in winter, a round of golf on up to 200 courses and exclusive indoor tournaments.

All information about the destination Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)

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