

Awarding of the Golden Pin of Honour

Kitzbühel Tourism honours Burghard Hummel for his many years of service.

Burghard Hummel was honoured by Kitzbühel Tourism with the Golden Pin of Honour for his extraordinary and long-standing services to tourism in Kitzbühel, in particular for the international positioning of the Hahnenkamm Races.

Together with Hanni Wenzel, Harti Weirather and Andreas Wenzel, Burghard Hummel founded the sports marketing agency WWP - Weirather, Wenzel & Partner in 1978. The agency established itself as a leading marketer in skiing and motor sports.

As one of the most influential marketers and networkers in Formula 1, Burghard Hummel once brought Gerhard Berger into the premier class. Dietrich Mateschitz entrusted him with the marketing of Red Bull and Toro Rosso. Today, the Tyrol native is still one of the closest confidants of Bernie Ecclestone, who was also present at the ceremony.

All information about Kitzbühel as a destination can be found at kitzbuehel.com

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