

Best of the Alps as guest in Kitzbühel

Annual meeting of the most traditional tourism destinations in the Gamsstadt.

23.03.2022 / Best of the Alps – the association of the most traditional tourism destinations in the Alpine region - looks back on a long history of success. The focus of this year's General Assembly in Kitzbühel was on the joint strategic positioning of future tourism topics.

Best of the Alps – behind this are the eleven sounding names Chamonix-Mont-Blanc, St. Anton am Arlberg, Crans-Montana, Kitzbühel, Seefeld, Garmisch-Partenkirchen, Lech Zürs am Arlberg, Cortina D'Ampezzo, Courmayeur, Mégeve and Davos. The connections between these destinations rich in tradition has existed for over 25 years.

Even if each place brings its own personal touch, these destinations are united by a long winter sports history, high internationality and a deep connection with the roots of their ancestors. The destinations are known worldwide for excellent cuisine, selected events, local crafts and breathtaking natural scenery.

Annual General Meeting in Kitzbühel

This year's Annual General Meeting was held in Kitzbühel at the end of March. Following the strategy, the partnership of the destinations is used to jointly work on the U.S. market, the exchange of knowledge between the places is promoted and work is done together on various tourism topics of the future. In addition to experiences in the field of sustainable initiatives, the participants also intensively exchanged know-how in the field of digitalization, quality management and convenient traveling.

A workshop with the Research & Development Manager of the Italian snow groomer manufacturer Prinoth, Martin Kirchmair, on the topics of the future of sustainable piste management rounded off the comprehensive program of the managing directors and directors from the destinations.

All information can be found at www.kitzbuehel.com or at www.750.kitzbuehel.at

Press inquiries: Mag. (FH) Anna Lena Obermoser, MA
a.obermoser@kitzbuehel.com | presse.kitzbuehel.com | +43 5356 66660-16