

Brilliant start to the Kitzbühel Sound | Escape Festival

The new event format in the Gamsstadt is inspiring.

From Easter Saturday to Easter Monday, from midday to the early hours of the morning, from the mountain to the valley - Kitzbühel Tourism is extremely satisfied with the first electronic music festival called Sound | Escape.

3 days - 1 main stage - 14 locations - 40 DJs. Last Easter weekend, Kitzbühel Tourismus presented the Sound | Escape Kitzbühel Boutique Festival for the first time together with Bergbahn AG Kitzbühel and the participating businesses - with free admission.

The start of another electronic era

It is widely known that top-class DJs regularly play electronic music in Kitzbühel. With Sound | Escape, the initiatives of the individual establishments on the mountain and in the valley were bundled into a festival concept for the first time. A large stage - the main stage - in the heart of the historic city center, in the courtyard of the district administration building, served as the centerpiece and thus the link between the locations. Special attention was paid to the free admission to all locations.

On the three days of the event, a top-class line-up consisting of local DJ greats and international superstars shone from midday onwards. Visitors of all ages - electronic music has its origins in the 90s - were thrilled by this new format. DJs with great and long-standing connections to Kitzbühel such as Tom Novy, Marvin Aloys and DJ Le Sano kicked off the event on Easter Saturday in glorious weather at Sonnenrast, Jufenbeach, Tomschy and Berghaus Tirol. The following days continued in the same vein: from the mountain, the party went straight to the main stage in the late afternoon and then on to the bars and clubs. Despite the rain on Easter Monday, music and dance enthusiasts were delighted with the fitting conclusion to the first Kitzbühel Boutique Festival.

Continuation planned

Only thanks to the excellent cooperation between the participating businesses, partners and Kitzbühel Tourismus was it possible to realize such a high-quality activation at the end of the season. Everyone involved supported the concept from the very beginning and presented themselves to visitors and artists in the best light this weekend. The internationally acclaimed headliner Jan Blomqvist also felt more than at home in the Gamsstadt and enjoyed the atmosphere on site to the full.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser draws a positive conclusion about the first edition: "We have received a lot of appreciative feedback about Sound | Escape from locals, guests, businesses, partners and the artists themselves. We are delighted that the previous efforts of individual businesses have now been bundled into a well thought-out festival concept and a new event format has been created together." A continuation of the Kitzbühel Boutique Festival is planned from March 28 to 30, 2025.

All impressions of Sound | Escape, the first Kitzbühel Boutique Festival, can be found at soundescape.kitzbuehel.com and on the Instagram channel [soundescape_kitzbuehel](https://www.instagram.com/soundescape_kitzbuehel)