

Elite Golf Training at Its Finest

Kitzbühel Tourism has opened a new driving range at the Kitzbühel-Schwarzsee-Reith golf course.

With the opening of the brand-new driving range at the Kitzbühel-Schwarzsee-Reith golf course, the "Gamsstadt" is ushering in a new chapter in premium golf experiences.

Since the end of March 2025, golf enthusiasts have once again been swinging their clubs in Kitzbühel – right in the heart of a region considered a true golf mecca of the Alps, with four unique golf courses and a total of 54 varied holes. Four of the courses are located directly in Kitzbühel, with twelve more just a short distance away.

Innovation Meets Precision: A New Era at the Kitzbühel-Schwarzsee-Reith Driving Range

The comprehensive modernization of the driving range at the Kitzbühel-Schwarzsee-Reith golf course began two years ago. What started back then with initial investments has now taken impressive shape. Since 2023, a fully automated infrastructure has ensured maximum efficiency: two low-noise robots operate around the clock, mowing the grass and collecting balls. The balls are then transported via the underground "DropPit" system directly to the ball dispenser – enabling seamless play without interruptions.

The success story continues in 2025: The Kitzbühel-Schwarzsee-Reith golf course, operated by Kitzbühel Tourism, has undergone a complete transformation. At the heart of the renewal is the redesigned driving range, which has been in operation since May 21, 2025. It features ten state-of-the-art teeing areas, eight of which are equipped with innovative TrackMan technology – offering training at the highest technical level..

The combination of smart course management, cutting-edge technology, and the unique backdrop of the Kitzbühel Alps makes this golf course a true flagship project – and a must for ambitious golfers.

Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism, is pleased with the latest developments in golf: "With four golf courses in the area, golf is one of the strategic strengths of our summer positioning. Our focus is on further developing this potential in a targeted way and communicating it effectively."

What is a TrackMan system?

TrackMan is an innovative radar tracking system that delivers precise real-time data on both ball and club performance. It offers an interactive, engaging, and professional training experience for golfers of all skill levels at the highest standard. Live data such as total distance, ball speed, launch angle, height, and lateral deviation are measured in real time. The system is operated via app or monitor, with all data accessible directly on a smartphone or through stationary displays in the bay.

Golf pros use this high-level training environment with its comprehensive data capabilities for individual or group sessions as well as performance diagnostics. Thanks to precise data analysis for performance review and training optimization, along with continuous system development, the newly opened driving range serves as a professional training tool.

In addition to classic training modes, virtual courses, target games, and challenges are available – ideal for groups, children, teens, beginners, and even non-golfers. Interactive features and competitive formats provide a modern and motivating approach to junior training. Entertaining game modes also appeal to non-golfers, making them perfect for corporate events, golf experience days, or team-building activities.

Discover more about Kitzbühel on [kitzbuehel.com](https://www.kitzbuehel.com)