

Europe's Most Prestigious Golf Tournament Comes to Kitzbühel in 2026

Press conference on the Austrian Alpine Open and Golf the Streif held at the start house of the legendary Streif downhill course.

After the successful debut in 2025 in Altentann, which attracted 18,000 visitors and was broadcast live on TV worldwide, the Austrian Alpine Open 2026 will be held at the Kitzbühel-Schwarzsee-Reith golf course – a milestone for summer tourism in Tirol.

With four courses in town and another twelve nearby, Kitzbühel is one of the leading golf destinations in the Alpine region. Targeted investments in the course, driving range, and infrastructure are preparing the region for a world-class event.

Tourism Meets Elite Sport

The DP World Tour – formerly the European Tour – will return to Austria in 2025. As one of the world's most prestigious professional golf series, it includes 42 tournaments in over 26 countries and is considered a stepping stone to the PGA Tour.

The new Austrian Alpine Open will be held alternately at Gut Altentann and Kitzbühel-Schwarzsee-Reith from 2025 to 2028. After the successful debut, Kitzbühel Tourism is looking forward to hosting the second edition in 2026.

Golf is often considered a niche sport – but its economic impact and reach speak for themselves. The European golf market includes around 16 million players, and during the tournament week, approximately 36,000 overnight stays are expected in the Kitzbühel region alone. Also noteworthy is the tour entourage – 16 trucks are delivered solely for the live broadcasts, which report daily from the “Gamsstadt” to over 160 countries, reaching a worldwide audience of millions.

The tour itself will spend an entire week in Kitzbühel: with practice rounds starting on Monday, the Pro-Am tournament on Wednesday, tournament rounds from Thursday to Saturday, and the finale on Sunday.

“After the successful premiere of the Austrian Alpine Open in Salzburg with around 18,000 fans on site, we want to reach the next level in Tyrol in 2026. The setup at GC Gut Altentann was perfect for the Salzburg Golf Festival, and in Kitzbühel we want to push the Austrian Alpine Open to become the Hahnenkamm Week of the summer. Together with the tourism officials, we are excited to organize an international top-class event,” said Ali Al-Khaffaf, Managing Director of Golf Enterprises GmbH.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is excited about the opportunity but also aware of the challenges of an event of this scale: “We are very grateful that the Kitzbühel-Schwarzsee-Reith golf course will be the venue for the next Austrian Alpine Open and thus part of the DP World Tour. With four

golf courses on site, Kitzbühel is one of the leading golf regions in the Alpine area. Golf is a strategic strength in our summer positioning, and I am especially pleased that the entire Kitzbühel ARGE and our colleagues in Tirolean golf fully support this project. We also see this event series as a strong collaboration between Tirol and Salzburg.”

“The DP World Tour is, alongside the PGA Tour, the largest professional golf tournament series worldwide. We are therefore all the more pleased that the Austrian Alpine Open 2026 will have a tour stop in Tirol. With Kitzbühel, we have an experienced partner with an excellent golf offering by our side to host this event. This event will prominently showcase our alpine landscape for many hours. Additionally, by scheduling the event in early summer, we strengthen the tourist off-season and consistently continue the path toward year-round tourism,” said Karin Seiler, Managing Director of Tirol Werbung.

Golf the Streif 2025

Golfing down the legendary Streif? Sounds special - and it is. Only once a year is it possible to conquer the world's most famous downhill ski run with a golf club. This unique tournament format is a must for connoisseurs and golf enthusiasts alike, where the adrenaline of the Streif blends with the precision of golf.

As part of this year's Golf Festival Kitzbühel, the starting house at the Hahnenkamm transformed into a mecca for golf. In a four-player flight, participants play 12 holes along the downhill race course. The best-placed ball serves as the reference point for the next shot. A short stop at the Seidlalm provides a breather before the challenging traverse leads to the finish. The team with the fewest strokes wins.

As the traditional kickoff of the event format, the Kitzbühel Ski Club, together with Mr. Peter Kofler, Managing Director of BTV Private Customers Germany, presented the poster for the 86th Hahnenkamm Races, taking place from January 19 to 25, 2026. Out of 264 artists worldwide, 137 works were submitted to the popular competition. For the current poster, the German artist Jennifer Kiktenko from Mainz designed a striking typography. The headline is organically integrated into the silhouette of the rooster.

As every year, prominent ski and golf professionals, as well as passionate golfers, gathered for Golf the Streif, the annual tournament of a special kind. The Kitzbühel Ski Club, led by President Dr. Michael Huber, opened Golf the Streif as the first flight. As special guests of honor, Kitzbühel Tourism welcomed the athlete flight: Linus Straßer - Hahnenkamm Slalom winner 2024, bronze medalist at the 2025 Ski World Championships in Saalbach-Hinterglemm, and longtime member of the Kitzbühel Ski Club; Raphael Haaser from Tirol - World Champion in Giant Slalom and Vice World Champion in Super-G at the 2025 Ski World Championships in Saalbach-Hinterglemm; Günther Mader from Tirol - first Super-G winner at the Hahnenkamm Races in 1995, Streif downhill winner in 1996, winner of the combined event in 1996, and the only Austrian to win in all disciplines; and golfer Christoph Kogl from Tirol - Mid-Amateur European Champion 2025.

Other prominent guests at this popular event format included former Austrian luger Tobias Schiegl, two-time SnowGolf World Champion Adi Hengstberger, the two pros Max and Michi Glattenbacher - owners and coaches of the Kitzgolf Academy at the Kitzbühel-Schwarzsee-Reith golf course, pro Sebastian Geigenberger, influencer and actor Marc-René Lochmann, and Kufstein entrepreneur KR Fritz Unterberger. On the golf side, the president of the Tirol Golf Association Reinhard Eberl and Anna Kogler, board member and youth coordinator of the Austrian Golf Association, impressed.

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