

## Exciting New Highlights in Kitzbühel This Summer

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**To kick off this year's summer season, Kitzbühel Tourism presents the latest news from the Gamsstadt at a glance.**

*Following a successful 2024/25 winter season, Kitzbühel heads into summer 2025 full of anticipation – and poses the all-important question: What's new?*

## Exciting New Highlights in Kitzbühel This Summer [2/2]



After a successful 2024/25 winter season, Kitzbühel is looking forward to summer 2025 with great anticipation - and asks the ultimate question: What's new? Every season sparks new expectations - especially before the start of summer, curiosity about fresh experiences runs high. From renovations and refurbishments to new restaurants and shopping opportunities, all the way to new event formats. The most important updates from the Kitzbühel destination, along with an insight into the life and work of the renowned Kitzbühel artist Alfons Walde - well known both in Kitzbühel and at the Dorotheum in Vienna, the largest auction house in the German-speaking world, a leader in Central Europe, and also one of the oldest and largest auction houses in the world. Like Kitzbühel, the Dorotheum has a long-standing, over 300-year (auction) history, with its recent international expansion contributing to its ongoing success.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is pleased with the region's continued commitment: "After winter comes summer - and that's evident in the preparations of our partners. The momentum and the high-quality offerings are very encouraging and show that the destination continues to evolve. The Dorotheum in Vienna stands for history, just like Kitzbühel, and we are also connected by a very special Kitzbühel native, Alfons Walde shaped our architecture, painted our way of life, and even our traditional chamois emblem originates from his pen. That makes it all the more special to be here today at the Dorotheum in Vienna, because while Kitzbühel is known as the most legendary sports town in the Alps, those who know it better are well aware of its cultural treasures.

### **Hotels Shining in Summer**

Rest begins with a good night's sleep. This is ensured by high-quality accommodations and warm hospitality.

#### **Schlosshotel Kitzbühel**

Since 1 April 2025, the hotel formerly known as A-ROSA Resort Kitzbühel has been operating under its new name: Schlosshotel Kitzbühel. With this renaming, the hotel also enters its 20th anniversary, looking back on two decades of first-class service and exceptional comfort. Schlosshotel Kitzbühel remains a symbol of luxury and well-being in the Gamsstadt, with the high quality and excellent service that guests have appreciated since 2005 continuing to take center stage.

#### **Grand Tirolia Kitzbühel**

After extensive expansions and modernisations ahead of the 2024/25 winter season, the Hotel Grand Tirolia Kitzbühel is entering its first summer season on a whole new level. Guests can look forward to 69 additional rooms, including 28 stylish suites, a two-storey indoor playground for children, and an in-house cinema.

#### **HENRI Country House Kitzbühel**

After a successful winter season, the new HENRI Country House Kitzbühel is now entering its first summer. Centrally located on the riverside promenade of the Kitzbüheler Ache - just a few steps from the railway station and a ten-minute walk from the town centre - the house combines 150 years of Tyrolean hospitality with modern HENRI casualness in its 84 rooms as well as lovingly designed salons and lounges. New to Kitzbühel is also the HENRI SPA & GYM, featuring a spacious indoor pool, bio-sauna, steam room, gym, and sun terrace - ideal for relaxed summer days in the Alps.

#### **ERIKA Boutiquehotel Kitzbühel**

Since last winter season, the ERIKA Boutiquehotel Kitzbühel has been part of the Lindner Hotel Group. The traditional establishment continues to blend Alpine charm with modern boutique style and now expands the hotel group's diverse portfolio in the Alps.

#### **Hotel Zur Tenne**

After the demolition of the first building on the site in September of last year, the extensive renovation works at Hotel Zur Tenne will resume after a short winter break. The traditional establishment in the heart of Kitzbühel, which has welcomed guests from around the world since 1903, is currently undergoing a complete refurbishment. Good things take time.

### **Where Enjoyment takes Centre Stage**

What could be better than savouring the culinary delights of the local establishments after a day of golf or hiking?

#### **Filigran**

The new restaurant on Bichlstraße invites guests to savour delightful moments with its name Filigran, which can be interpreted as a "jewel" in a figurative sense. It serves European cuisine, offering a lunch menu or a more upscale dinner selection, complemented by a fine wine list.

#### **Rosi's Sonnbergstuben**

A visit to the charming Kitzbühel hostess Rosi is on the so-called bucket list for most visitors during every stay. Recently renovated, completely rebuilt, and soon to be covered: the terrace at Rosi's Sonnbergstuben now shines in a new look - featuring a modern awning system for shade and weather protection.

#### **Tutto Italia**

Over the summer, the Italian specialty shop will open another branch, delighting mainly regular customers in the Chizzo. The day bar, with a small but exquisite menu, especially captivates with its popular view of the lively surroundings.

#### **Das Glockenspiel**

Following a successful winter season, Das Glockenspiel is extending its opening hours. Whether in the afternoon on the terrace, for a quick drink, or for night owls, the bar, newly taken over in winter, has already made a name for itself.

#### **Sport Café Kitzbühel**

The former KTC The Clubhouse, located right by the tennis courts, has been operating under new management and the name Sport Café Kitzbühel since 1 April. Guests can still enjoy a varied selection - from breakfast and light snacks to after-work drinks.

#### **Don Luigi**

The Italian restaurant, known from the sports park, is moving this summer season to Graggauasse, taking over the former Holzer's restaurant.

#### **Mamma Rita**

Il Gusto has opened its second branch in Gries with Mamma Rita, serving as a go-to spot for takeaway and delivery of delicious pizza and pasta.

### **Where All Shopping Hearts Beat Faster**

The best way to discover the latest in fashion and lifestyle is during a leisurely stroll through the 750-year-old town centre.

#### **Helmut Eder**

The Helmut Eder outlet in Gries, featuring well-known labels and timeless favourites, shines in a new look, while the fashion store at Sterzinger Platz will present the Italian fashion brand Eleventy from July. We look forward to the sporty, confident women's and men's collections and the familiar service from the Helmut Eder team.

#### **Gschwantler**

Over the summer, the exclusive Gschwantler women's boutique, along with all its popular brands and carefully selected collections, will move to Engelhaus. You might find a bargain at the affiliated outlet in Vorderstadt.

#### **Manner**

Tradition, quality and responsible enjoyment. Founded in Vienna, Manner has connected generations since 1889 - and generations continue to love the range from this popular Austrian company, which is still largely family-owned. Available at the store on Rathausplatz in Kitzbühel's town centre, formerly Florale Poesie.

#### **SitzKitz**

SitzKitz, home to exclusive seating furniture, tables, lighting and accessories, is on an expansion course. The second store impresses in St. Johanner Straße, diagonally opposite the first location, with a first-class selection.

#### **Woolworth**

Kitzbühel isn't only about exclusivity. Since April this year, Woolworth, currently the fastest-growing retail chain in Germany, has been offering everyday essentials at fair prices on Jochberger Straße.

### **Fit in the Summer**

Mit neuen und erweiterten Angeboten bringt der Sommer frischen Schwung in die legendärste Sportstadt der Alpen.

#### **Golf Course Kitzbühel-Schwarzsee-Reith**

The Golf Course Kitzbühel-Schwarzsee-Reith is starting the new season with extensive renovations and modernisations, significantly upgrading the entire facility. A particular highlight is the newly designed driving range - opening from 20 May 2025 - featuring ten tee-off spots, eight of which are equipped with the latest TrackMan technology. TrackMan is an innovative radar tracking system that provides precise ball and club data in real time. It offers an interactive, playful yet professional training experience for golfers of all skill levels at the highest standard.

### **Highlights that Inspire**

The Kitzbühel event series is renowned far beyond its borders and continues to evolve year after year.

#### **Red Bull X-Alps**

On 15 June 2025, Kitzbühel will once again be the starting point of this year's Red Bull X-Alps, the toughest adventure race in the world. Around 30 of the world's best hike & fly athletes will cover up to 150 kilometres per day on foot or by paraglider and up to 4,000 metres in altitude as they pass designated turnpoints on the highest mountains of the Alps and in famous holiday destinations. After the start, the athletes first pass through Kitzbühel's town centre before climbing 900 metres in altitude to the summit. The first turnpoint is located directly at the start gate of the famous Streif - where the world's best skiers race every January. If conditions allow, the athletes will lay out their wings and take off directly from the iconic start house into the Alps. Should the weather not cooperate, they will continue the race on foot. At 1,283 kilometres, this year's route is the longest in the race's history. A total of 16 turnpoints are spread across five countries: Austria, France, Germany, Italy and Switzerland. The course follows a figure-of-eight layout and features numerous new elements. Although both the start and finish are again located in Austria, the race will, for the first time since 2019, reach deep into the French Alps, as far as Les 2 Alpes. St. Moritz is also taking part for the first time - thanks to the X-turnpoint, it appears on both the outbound and return legs. Three mandatory via ferratas, two in Italy and one in France, will test the athletes' abilities on steep, technical high-alpine terrain on foot.

The event kicks off with a one-day prologue on 12 June 2025 in Kitzbühel - Kirchberg featuring iconic landmarks such as the world-famous Hahnenkamm and the Kitzbüheler Horn. The final stretch of this warm-up is an exciting sprint from turnpoint 8 to the finish in the heart of Kitzbühel. Athletes must carry their paraglider on their shoulders and run the final 400 metres to the finish line. The top three athletes each win an additional Night Pass, a strategic tool that allows them to interrupt the mandatory rest period during the Red Bull X-Alps. The results also determine the starting order for day two of the race, which begins in a staggered format. The winner of the prologue starts first, and the other athletes follow based on the time they finished behind.

#### **Wanderbird - Hike & Fly in Kitzbühel**

From 6 to 9 June 2025, Kitzbühel becomes the meeting point for the international hike & fly scene. Wanderbird was founded by seven-time Red Bull X-Alps participant and passionate hike & fly pilot Paul Guschlbauer and is open to everyone. Between the Streif and the Kitzbüheler Horn, Aurach and Kirchberg, participants enjoy unforgettable days and consciously decide whether or not they want to fly. On day one of the Wanderbird Trophy in Kitzbühel, the DFC / Hang & Paragliders Kitzbühel, Austria's oldest flying club, celebrates its 50th anniversary with a large landing field festival.

#### **Highlander**

From 19 to 23 August 2025, the Kitzbühel region will, for the first time, host the Highlander, a multi-day outdoor hiking event that started in Croatia in 2017 and now takes place in more than 20 countries. The focus of the hike is on shared experiences and promoting a sustainable lifestyle. Highlander follows a sustainable Green & Zero Waste concept and adheres to the "Leave No Trace" philosophy to preserve the environment and protect nature. The route starts in Kitzbühel, then continues over the southern mountains towards Pass Thurn and via Resterhöhe, Pangelstein and the legendary Streif back to Kitzbühel. Participants can choose from four options: Hercules with 5 days and 100 kilometres as the longest route, Pegasus with 3 days and 50 kilometres, Orion with 2 days and 35 kilometres, and Lyra with 1 day and 25 kilometres. Participants will get to know local specialities provided by regional producers. Four camps are planned along the route, offering workshops on topics such as sustainability, yoga sessions or shared stargazing.

#### **Kitz Beach**

For the first time, the Austrian Beach Volleyball Championships will take place in the Alps from 5 to 7 September 2025. The Kitzbühel Tennis Stadium will be transformed into the country's largest beach venue, including the ÖGSV Championships, supporting events and parties.

#### **Europe Triathlon Youth Championships**

From 11 to 14 September 2025, the Schwarzsee in Kitzbühel will once again provide an impressive backdrop for a major sporting event: the traditional triathlon weekend. This year, the event features a special highlight - the Europe Triathlon Youth Championships return to the Gamsstadt, bringing Europe's top athletes to the start. More than 23 nations have already confirmed their participation - a clear sign of the event's international appeal.

#### **Golf-Trophy**

From 12 to 14 September 2025, the Golf Trophy returns to Kitzbühel: to mark the 20th anniversary of the A-ROSA Resort Kitzbühel, which has been operating under the independent brand Schlosshotel Kitzbühel since 1 April 2025, guests will enjoy a stylish golf weekend with a champagne reception, Tyrolean evening, 18-hole tournament including halfway refreshments, and a festive evening event.

#### **Race to Kitzbühel**

Between 29 September and 1 October 2025, the popular "Race to Kitzbühel" celebrates its second edition. In eight selected golf clubs in Bavaria and Baden-Württemberg, a total of 16 Kitzbühel tournaments will be held in the run-up. The respective winners and team captains will qualify for the grand final in the Gamsstadt. New this year: in 2025, the event will be open to external guests for the first time - interested golf fans can book limited packages to experience the final in Kitzbühel live.

#### **Schlagerboom Open Air**

On 20 and 21 June 2025, the Schlagerboom Open Air in Kitzbühel will already enter its third round. On both evenings, Florian Silbereisen will welcome numerous (Schlager) stars to the Tennis Stadium. This unique experience will also be broadcast live on TV on Saturday.

#### **Kitzbühel Klassik**

High-quality cultural offerings with free admission in the Kitzbühel town park: Kitzbühel Klassik. For Thursday, 3 July 2025, Kitzbühel Tourism has once again secured a high-profile collaboration with the opera studio of the Vienna State Opera. This year, there is a change for the participants of Elina Garanča's "ZukunftsStimmen": in addition to Austrians, international talents may now apply - provided they are studying or have studied in Austria. The performances of places 2 to 5 will delight music lovers on Wednesday, 2 and Friday, 4 July 2025. The winner of the "ZukunftsStimmen" will, as always, share the stage with Elina Garanča at "Klassik in den Alpen" on Saturday, 5 July 2025. Even at its 11th edition, Karel Mark Chichon, musical director and conductor of the concert, will surprise with a programme full of highlights. Everything remains the same. Almost - because the location is changing. For the first time, "Klassik in den Alpen" will take place on the grounds of Schloss Kaps.

#### **The Icon Rally**

On 9 September 2025, the classic rally "The Icon" will make its first stop in Kitzbühel - after starting in St. Moritz, the first stage ends in the Gamsstadt and celebrates the elegance of vintage vehicles and the true spirit of motorsport. Further information about Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)