

Lived tradition at Easter in Kitzbühel

This year, a colorful program awaits guests and locals throughout the region.

11.04.2022 / Easter in Kitzbühel - lived tradition to marvel and participate. Every year, new ideas for the festival are developed and implemented together. This year, the resurrection of Christ is celebrated under the motto of nature, tradition and stories from 08th to 24th April.

Whether it's the Jubiläumsgartl, town gates, the town center, churches or town parks - in 2022, Kitzbühel and its vacation villages of Reith, Aurach and Jochberg will once again welcome guests and locals alike with atmospheric Easter decorations in butterfly look and an extensive program around the holidays. The joint project of Kitzbühel Tourism, the town of Kitzbühel, the local farmers and various Kitzbühel institutions and associations includes highlights for the whole family, including palm bush tying, Easter egg dyeing, Easter candle making as well as traditional customs festivals and themed hikes to regional pilgrimage sites.

Easter traditions to experience

The centerpiece of Easter festivities this year are once again the Easter markets in Kitzbühel, Aurach and Jochberg, where Easter-themed booths, traditional crafts and live music await visitors. On Easter Monday, the Easter Bunny and an exciting Easter egg hunt await the youngest visitors in the city center and in the Aurach Wildlife Park, rounded off by a colorful children's program. Those who want to enjoy the culinary side of the holidays can enjoy an extensive Easter brunch in numerous establishments.

Unveiling of the big Easter egg

To kick off the Easter days, the 2.20-meter Easter egg was ceremoniously unveiled on Saturday, which this year is dedicated to the Aurach Wildlife Park on the occasion of its 50th anniversary. The giant egg, designed by German artist Simone Opdahl and sponsored by Mary-Ann Grimmerstein, owner of Upton Properties, will be on display at the wildlife park in the future. The painter, who was referred by art consultant Florentine Rosemeyer, has spent the past two weeks implementing the project at the Kempinski Tirol, which always provides a platform for up-and-coming artists. The artistic leitmotif of Simone Opdahl is the hare, which on the one hand is a symbol of life at Easter and on the other hand represents the wild animals in the mountains in the Aurach Wildlife Park. With the images of the recurring hare motif, the artist wants to convey meaningful values and emotions that concern the current change in the natural environment.

All information and the complete program can be found at easter.kitzbuehel.com.

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