

Kitzbüchel as a guest in New York

Winter pop-up experience with highlights and 130 years of skiing tradition.

The Austrian National Tourist Office kicked off this year's winter season with a pop-up experience "Winter Stories Untold" in New York City. Kitzbühel Tourismus was well represented on site.

Kitzbühel Tourismus shone at "Winter Stories Untold" in New York

The pop-up event "Winter Stories Untold" in New York City, organized by Österreich Werbung with the support of numerous partners such as Kitzbühel Tourismus, offered a spectacular stage for the Austrian winter landscape and ski culture. From November 9 to 12, 2023, the green event location "Project Farmhouse" in the heart of Manhattan inspired visitors for the local winter.

Kitzbühel Tourism played an important role in highlighting the fascination and tradition of the region. Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourismus, emphasized the importance of the event and Austria's influence on global skiing: "We were once again amazed at how big the influence of Austrian skiing pioneers is on the development of skiing in the USA and worldwide."

A journey through the history and future of skiing

A virtual balloon ride with VR glasses offered visitors the opportunity to explore Austria's picturesque landscapes, while the exhibition shed light on Austria's 130-year ski history. Valuable exhibits from art, fashion and design, provided by various partners such as Alfons Walde Kunstverlag and the Frauenschuh company, showcased Austria's cultural wealth and sporting significance.

The event also served to highlight the efforts to promote sustainability in winter sports. During the day, hundreds of ski enthusiasts from New York visited the exhibition and in the evening, the evening program with a gourmet dinner experience provided an ideal platform for networking with guests from the travel industry, media, art and culture.

By participating in "Winter Stories Untold", Kitzbühel Tourismus impressively demonstrated the connection between tradition and modernity in winter sports.

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