

Kitzbühel continues to shine with success

Test winner 2022 in the market test ski resorts.

12.09.2022 / Kitzbühel and its businesses prove once again what an outstanding job they do by once again adding a price award as test winner in the category of ski resorts.

Award-winning ski resort

In the MARKET market test ski resorts, the first place goes to Kitzbühel again in 2022. This means that the ski area in the Gamsstadt around the KitzSki brand repeatedly secures the overall Austrian victory with top marks despite a difficult starting position.

MARKET has been conducting industry-related market tests for many years and, with around 1.6 million ratings, is considered the largest market study company in Austria. In the process, a large number of their market tests are evaluated by relevant content criteria from the customer's point of view. The top 3 each receive a MARKET Quality Award.

A wide variety of factors are included in the evaluation. The first is key performance, including awareness, frequency of use, willingness to buy or price-performance ratio. Secondly, the brand drive (driving force for the future) plays an important role. This includes sympathy, brand loyalty, innovation and recommendation. Corporate Social Responsibility (CSR) is also considered an influence, such as social responsibility or trust in brands. In general, of course, the overall impression also counts.

You can find more information about Kitzbühel at [kitzbuehel.com](https://www.kitzbuehel.com)

Presserückfragen: Mag. (FH) Anna Lena Obermoser, MA

a.obermoser@kitzbuehel.com | presse.kitzbuehel.com | +43 5356 66660-16