

Kitzbühel goes green

It's so green at the Kitzbühel-Schwarzsee-Reith golf course.

Climate change and environmental protection are more important than ever. The topic of sustainability is becoming increasingly important in tourist destinations - including in the Kitzbühel region.

The Kitzbühel-Schwarzsee-Reith golf course, which has been operated by Kitzbühel Tourismus for over 25 years, is a flagship project in this regard and was awarded 2nd place in the "Greenest Golf Club 2022" category at the Golf Awards by the renowned golf magazine Perfect Eagle.

Sustainability is a top priority

It is often the small projects that lead to great things. There are many role models in nature. Bees are a good example of this. In their honor, the greenkeeper team around Helmut Seitlinger created several colorful flower meadows, a total of 2,000 m², for three bee colonies at the Kitzbühel-Schwarzsee-Reith golf course. As a prominent ambassador for the BioBienenApfel social project, tennis star Dominic Thiem also helped by sowing a flower meadow on the golf course. In late summer 2023, a total of 45 kg of honey was harvested. This is available from Kitzbühel Tourismus and at the golf course - while stocks last.

Numerous measures

The entire team at the Kitzbühel-Schwarzsee-Reith golf course has always attached great importance to a conscious focus on naturalness and species protection - with a wide range of measures: No sprays are used on the entire golf course and only organic fertilizers are used for the turf. The use of sustainable plant protection and the removal of grubs only mechanically through aeration or slitting plays a major role. For example, plastic bottles have no longer been sold on the golf course since summer 2023. Golfers can purchase reusable bottles on the golf course and in the golf restaurant and fill them up with Grandeur water free of charge at the water fountain.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser continues to see the future of golf as sustainable: "For years, we at the Kitzbühel-Schwarzsee-Reith golf course have been increasingly focusing on the topic of sustainability. Together, we are trying to set continuous initiatives, as the conversion to a plastic-free golf course illustrates perfectly."

All information about golf in Kitzbühel can be found at golf.kitzbuehel.com