

## Kitzbühel launches first electronic music festival

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**The first Kitzbühel Boutique Festival, initiated by Kitzbühel Tourismus, offers DJ beats at 14 locations on the mountain and in the valley.**

*3 days - 1 main stage - 14 locations - 40 DJs. At the end of the season, Kitzbühel really steps on the gas again on the Easter weekend and delights visitors with a new event format.*

Kitzbühel Tourismus is presenting the Sound | Escape Kitzbühel Boutique Festival for the first time together with Bergbahn AG Kitzbühel and the participating establishments - with free admission from March 30 to April 1, 2024.

### Electronic beats on the mountain and in the valley

The new event format called Sound | Escape starts on Saturday, March 30 from 11:30 am on the Hahnenkamm. From Tomschy to Berghaus Tirol and Sonnenrast to Jufenbeach, top-class acts can be celebrated with free admission. The party continues at 05.00 pm at the Kitzbühel Mainstage in the town center - in the inner courtyard of the district administration. Afterwards, Spoho Alm, Hillinger, Jimmy's, Club Take Five, Greif, KC750, KTC The Clubhouse, H'ugo's Kitzbühel, Niio Club Kitzbühel and Das Steghaus will delight visitors with a top-class line-up of international and local acts. Easter Sunday, March 31 and Easter Monday, April 1 will continue in this spirit: from the mountain to the valley to the Kitzbühel Mainstage and on to the businesses.

On the Easter weekend in Kitzbühel, electronic beats from over 40 DJs will be played at 14 different locations on the mountain and in the valley over the 3 days of the event. Centrally located in the middle of the 750-year-old town center, the specially created Mainstage invites visitors on Saturday and Monday from 05:00 pm to 10:00 pm and on Easter Sunday from 03:30 pm to 10:00 pm. Three stands will be serving drinks directly on site.

A special highlight is the internationally acclaimed headliner Jan Blomqvist, who will be making a stopover in Kitzbühel between Crans-Montana, Paris, Milan and the USA. The top-class line-up including timetable and presentation of the individual establishments will be posted on the new Instagram channel [soundscape\\_kitzbuehel](#) on an ongoing basis.

### Free admission to the first edition

All Sound | Escape events are free to attend. Only tickets from Bergbahn AG Kitzbühel are required for the locations on the mountain. Table reservations at the participating establishments are recommended. The exact location of the venues, including how to get there and answers to the most important questions, can be found on the festival's Instagram account and are also saved in the highlight stories.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser sees a lot of potential in this new concept: "We had a great response to our test run on New Year's Day. Visitors of all ages were enthusiastic about this

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format - and so we have decided to focus on this type of event at the end of March in future. This year it coincides with our traditional Easter program. The parish priest has already given the festival his blessing."

All information about Sound | Escape, the first Kitzbühel Boutique Festival, can be found at [soundescape.kitzbuehel.com](https://soundescape.kitzbuehel.com) and on the Instagram channel [soundescape\\_kitzbuehel](https://www.instagram.com/soundescape_kitzbuehel)