

Kitzbühel recertified with the European Hiking Quality Seal

In 2019, Kitzbühel Tourismus was the first destination to be awarded the European Hiking Quality Seal.

The European Wandering Quality Label, the highest award in the certification of hiking villages, regularly reviews the situation on the ground to ensure continuous quality.

Hiking is one of the main themes of activity in the Kitzbühel mountain summer. In recent years, much has been invested in the region in order to inspire guests with the dreamlike nature, the tranquility and the great hiking offer. In a network of 1,000 kilometres of trails, the Kitzbühel region offers the whole range of hiking: from beginners-friendly contour-line hikes with ascent assistance by the cable car to challenging hikes and challenging alpine tours.

Successful recertification

At this year's recertification, the two hiking villages Aurach and Jochberg, which since July 2022 have also been members of Austria's hiking villages - the largest hiking group in the German-speaking area - as well as the two leading trails Gamsroas - Das 9 Gipfel Erlebnis and Sintersbacher Wasserfall were awarded the European Hiking Quality Seal until 2027.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is impressed by the product hiking - around 50% of guests come to Austria for hiking, which is also confirmed by numerous studies: "We are particularly pleased that Aurach and Jochberg have been awarded the European Hiking Seal of Quality with their trails. This is only possible thanks to the excellent cooperation between the local committees and the employees of the building yard and product development at Kitzbühel Tourismus and shows how important the joint development of products in the region is."

European Migration Label

With the certification process for the European Hiking Quality Label, an important milestone in the positioning of the joint project was already successfully implemented in 2019. The brand Kitzbühel as a guiding principle, using the red chamois and its territory as an experience space, followed a comprehensive positioning of the hiking destination Kitzbühel by means of a uniform range of hiking services, a brand-conforming architecture and the profiling of the individual locations as attraction components of the destination.

In each of the four villages, a uniform range of hiking services has been created with village trails or a stroll through the city as well as guideways. Architecturally identifiable hiking information points with innovative design are regarded as the centre of the hiking experience in all villages. The preparation and presentation of the information on the hiking information points with stylistic geometric representation by means of a 3D silhouette and traditional illustrations has been regarded as a pioneering supra-regional project from the very beginning. With this holistic concept approach, Kitzbühel reinforces the brand values around self-confident projects with pioneering character.

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