

# Kitzbühel shines in Christmas glory

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## Grand opening of the Kitzbüheler Advent

*On Wednesday, 19 November 2025, Kitzbühel Tourism, together with the mayor of Kitzbühel, the parish priest Mag. Michael Struzynski and the Sunnberg brass band, officially opened the Kitzbühel Advent season.*

The traditional Kitzbühel Advent in Kitzbühel's Hinterstadt and Stadtpark is open until 28 December 2025, every Wednesday to Sunday from 2 p.m. to 8 p.m. Special opening hours apply on the following days: 8 December 2025 from 2 p.m. to 8 p.m. and 24 December 2025 from 10 a.m. to 2 p.m.

For Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser, Kitzbühel Advent is a long-standing project close to her heart: "We are delighted that we have been able to extend Kitzbühel Advent to 31 market days this year. With over 30 stalls and more than 40 stall operators, including two rotating association stalls for charitable purposes, it is once again clear how strong the cohesion and quality of our offering is. We would also like to express our special thanks to those partners who make it possible for the children's carousel to be used free of charge on Saturdays. Kitzbühel Advent is a valuable traditional event that is only possible in this form thanks to the close cooperation of all those involved."

## Christmas like in the good old days

Kitzbühel is known far beyond the country's borders as a destination with tradition and extraordinary charm. Especially during Advent, when the 750-year-old town centre and the town park are aglow with Christmas lights, visitors' long-awaited wishes for pre-Christmas peace and idyll are fulfilled.

The scent of hot chestnuts and fruit punch fills the air, while lovingly decorated stalls offer regional delicacies and traditional handicrafts. Mulled wine is enjoyed from specially designed Advent mugs, performances by local music groups create a festive atmosphere. There is a varied programme for children: crafts and felting with alpaca wool, wax candle making, feather angel crafts, herbal salt mixing, Christmas card design and much more. The children's carousel brings a sparkle to children's eyes.

## An atmospheric programme with numerous new features

The arrival of St. Nicholas on Saturday, 6 December 2025, in Kitzbühel's Stadtpark will make the wait for Christmas seem shorter for the little ones. On all opening days, live music at 6 p.m. will lend a festive atmosphere to Kitzbühel Advent. Musical highlights include two concerts by the Wilten Boys' Choir, one of the most traditional and renowned boys' choirs in Europe, which will create an atmospheric atmosphere in the Kitzbühel's Vorderstadt during their performances on Monday, 8 December 2025.

A special feature is the mapping light show on the facade of the district administration building, which will once again this year feature drawings by children from the Kitzbühel primary school. On Thursdays at 4.30 p.m., younger guests can look forward to the popular fairy tale reading and pony rides at the weekend.

A special highlight and a premiere this year is the new Ferris wheel, the 'Wheel of Excellence', which is being used in Kitzbühel for the first time and is open on all market days: 35 metres high, with 24 heated cabins for six people each - an impressive creation by operator Oscar Bruch Jr, whose family success story began in 1848

with a homemade carousel. Children up to the age of three ride free of charge, and reduced rates are available with the citizen card.

The surrounding villages of Reith, Aurach and Jochberg are once again organising a varied Advent programme this year. Here are a few highlights: In Reith, the Advent concert by the regional music school in the parish church and the atmospheric Advent market at the village shop will help pass the time in the run-up to Christmas. Aurach invites visitors to enjoy special moments with a nativity scene exhibition, the arrival of St. Nicholas and the Contemplative Advent in the Aurach Wildlife Park with regional delicacies, mulled wine and supervised feeding in the Streichlstadl. In Jochberg, the Adventoangascht, the Barbara devotions in the mine and the charity concert by the Jochberg rural youth with Johanns Erben offer an atmospheric way to get into the Christmas spirit.

Another highlight is the Mountain Advent on the Hahnenkamm, which will take place on two Fridays this year. On 12 and 19 December 2025, visitors can enjoy punch, Christmas music and a breathtaking view of the glittering sea of lights in Kitzbühel amidst the snow-covered mountain scenery.

All programme items and event highlights from the Kitzbühel region can be found at [advent.kitzbuehel.com](http://advent.kitzbuehel.com).