

Kitzbühel shines in new winter splendor

To kick off this year's winter season, Kitzbühel Tourism presents the latest news from the Gamsstadt.

27 October 2025 / What's new in Kitzbühel? Probably the most frequently asked question before visiting Kitzbühel. To kick off the 2025|26 winter season, Kitzbühel Tourism presents the best new additions for the season.

From renovations and refurbishments to new restaurants and shopping opportunities to lifestyle and exercise – as usual, there is a lot going on in Kitzbühel just before the winter season.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is delighted with the commitment in the region: “Just in time for the start of the winter season, Kitzbühel is presenting numerous innovations. The dynamism and high quality of the offerings once again highlight the continuous development of the destination. Kitzbühel is thus well prepared for the 2025|26 winter season.”

Well bedded in the Gamsstadt

Relaxation begins with a good night's sleep. This is ensured by high-quality accommodation and warm hosts.

SEEBICHL Hotel & Restaurant

A house by the lake, once designed and furnished by painter and architect Alfons Walde, then used as a temporary editing studio by filmmaker Leni Riefenstahl, and later Kitzbühel's first hotel with bathrooms in every room. Today, it is a jet-black landmark on the hill above the lake, a place for all lovers of unadulterated beauty and a creative space for brothers Max and Sebastian Witzmann — two collectors with hearts of gold.

The SEEBICHL Hotel & Restaurant is currently undergoing renovation. The newly built and enlarged terrace invites guests to enjoy hot chocolate and homemade cakes from the winter season onwards. For hotel guests, the garden experience is enhanced by an open-air pool heated to 32 degrees Celsius all year round. The new sun deck is also a highlight from March to October – summer is just around the corner, while on bad weather days, the adjacent Swimwear Living Room awaits. Guests can access the existing Swiss stone pine sauna and relaxation room directly via the garden. For Mountain Getaway corporate clients and retreat groups, the new Meeting & Yoga Loft will be available from mid-January 2026 as a space for workshops, think tanks, and many other formats with the creative atmosphere typical of SEEBICHL. And don't forget: from 11 January 2026, the SEEBICHL Hotel & Restaurant will become an ADULTS ONLY space.

Löw Chalet Suites

The Löw Chalet Suites are an inviting alpine retreat in the heart of Kitzbühel's old town. A total of three chalet suites have been renovated in the historic Lacknerhaus, a 16th-century townhouse, offering a unique blend of

rustic beauty, modern comfort, and views of the historic city center.

Where enjoyment is the focus

What could be better than enjoying the culinary arts of the establishments after a day of skiing or wellness?

Schwarzer Adler Jochberg

Founded in 1482, this inn in Jochberg will celebrate its reopening at the end of October 2025. At lunchtime and in the evening, it will offer traditional Austrian cuisine prepared by chef Mario Naschenweng. In the afternoon, there is a snack menu for hungry guests. In November, culinary specialties will be served during goose and game week. The inn also serves as a culinary showroom for the Mezga meat web shop.

ZUMA Kitzbühel

The 5-star Hotel Weisses Rössl will once again be offering exclusive Japanese delicacies this winter season. The very popular ZUMA essentially consists of three different components: the main kitchen with a selection of contemporary dishes, the sushi bar, and the robata grill.

Casa Jondal

Ibiza's most famous beach club, Casa Jondal, is moving to Kitzbühel again for the winter with its entire crew – and a Mediterranean-inspired menu. World-renowned chef Rafael Zafra is known for creating exquisite seafood dishes with minimal preparation and the highest standards – always using the best ingredients, which he treats with the utmost respect and artisanal perfection.

Ristorante - Pizzeria Mamma Mia

The restaurant in the sports park, formerly known as Don Luigi, was taken over in July 2025. Mamma Mia delights guests with Italian specialties such as homemade pasta, stone-baked pizza, fine wines, and genuine Italian hospitality. In addition, the bowling alley directly above the restaurant is back in operation.

Schilala

Located right next to the Seidlalm and on what is probably the most famous downhill run in the world — the Streif — Schilala has already established itself as an après-ski location in its first year. This event location is ideal for a drink, culinary delights, and spectacular views.

Achenstüberl

In December 2025, the popular Achenstüberl in Reith near Kitzbühel will reopen — highly recommended as a stopover during a winter hike or cross-country skiing trip. Tomáš Kozáček offers traditional cuisine and homemade desserts. It is also possible to rent the entire restaurant exclusively for private parties for up to 40

people.

Das Glockenspiel

After a successful year, Das Glockenspiel is extending its opening hours — initially until the end of April 2026. Whether for an afternoon on the terrace, a drink in between, or for night owls, the newly acquired bar has already made a name for itself.

Where every shopper's heart beats faster

The best way to discover the latest fashion and lifestyle trends is to take a leisurely stroll through the 750-year-old city center.

Hermès

The Parisian luxury brand Hermès, known for its exquisite fashion, watches, jewelry, perfumes, and elegant accessories, is opening its boutique in the former Café Praxmair in Kitzbühel's Vorderstadt district. Alongside Vienna and Salzburg, this boutique is the third location in Austria.

Läderach Chocolate

The entire range of Läderach chocolates is available in the new Läderach store in the Vorderstadt district. At Läderach, chocolate is mainly produced by hand and exclusively in Switzerland. With great attention to detail, Läderach fresh chocolates, free from preservatives, and pralines are prepared using only the best ingredients and decorated by hand. Due to its freshness, the Läderach Kitzbühel chocolate shop receives fresh deliveries every week. The recipes and creations are exclusively from World Chocolate Master Elias Läderach.

The fresh chocolate counter offers over 20 different varieties, which only have a shelf life of around five weeks. Every month, two limited editions are added to the selection – each one matching the season.

Gschwantler

While renovation work at the Hotel zur Tenne is still in full swing, the exclusive Gschwantler boutique, featuring all the popular brands and carefully selected collections, welcomes its customers to the Englhaus.

Ralph Lauren

Ralph Lauren is also moving to the Gamsstadt, into the former Gössl store. Since 1967, the product range with its unmistakable American style, consisting of clothing, accessories, and much more, has been one of the most famous brand families in the world.

Strenesse

The traditional label Strenesse is back. The new, less formal and more casual collection features clean lines, androgynous silhouettes, and monochrome palettes in white, gray, and black. The new era kicks off with a pop-up store at KaDeWe in Berlin — and, of course, the location in Kitzbühel's Vorderstadt, opposite the Kitz Galleria.

Airforce

Airforce, a Dutch manufacturer of high-quality premium winter jackets, is moving in next to the Hotel Zur Tenne in the Vorderstadt. With a strong sense of family in the brand's DNA, the warmth of family cannot be replaced, but the high-quality winter jackets can generate warmth.

Fusalp

French skiwear brand Fusalp, founded in Annecy in 1952, is opening its store on Josef-Herold-Straße with the aim of creating a unique athletic silhouette that showcases the art of movement and French elegance.

Perfect Moment

Also on Josef-Herold-Straße, Perfect Moment, born in 1984 in the heart of Chamonix, is entering its second winter season. With its innovative approach, the brand stands for elegance, performance, and comfort – both on and off the slopes.

Michael Meyer Gallery

From the end of November 2025, this concept will be used to showcase luxury accessories in an impressive setting in Kitzbühel's largest multi-label store. Designed by a renowned Italian architecture studio, the store will combine aesthetics and style with Kitzbühel charm in a modern way. The modern luxury concept presents an eclectic mix of international high-end brands such as Celine, Prada, Bottega Veneta, Gucci, Saint Laurent, Valentino, Chloé, Loewe, and many more. A special highlight: Dior is back – with an exclusive shop-in-shop area in the new store.

Kitz Galleria

The Kitz Galleria, the city's department store, also features new shops and brands.

Wellensteyn

The internationally renowned fashion brand Wellensteyn opened its store in the Kitz Galleria just before the winter season. With functional outerwear that combines style and quality.

concept 12

The concept 12 store in Kitz Galleria brings together selected brands and hand-picked decorative items. Starting this winter, in addition to well-known labels such as Liebeskind Berlin, Betty & Co, Fynch-Hatton, and EMU Australia, the women's clothing company Someday will also be moving in, combining timeless designs with modern elements and high-quality materials.

Kastenhuber

For over two decades, the Kastenhuber Group has been synonymous with exceptional fashion and exclusivity. Located in the most sought-after luxury destinations — from the North Sea island of Sylt to the metropolis of Hamburg to Kitzbühel—the premium boutiques offer an exclusive shopping experience. The store has been in Kitzbühel's Vorderstadt district since the summer season.

Kaeufer

The children's fashion store — with brands such as il Gufo, Save the Duck, Veja, et Chocolat, Stella McCartney, and many more — is located in the back of the city, next to the restaurant Das neue Greif.

Studio G10

This gallery is more than just a shopping mecca. The Bodner family has had a passion for contemporary art and beautiful things for several generations. After a long and intensive renovation phase, the former Farben Bodner business premises now offer a creative space dedicated to art and beautiful things, with great attention to detail. From the end of November 2025, the NervenKITZel exhibition will show paintings that reflect the life experiences of artist and composer Zoë Kronberger in the Alps.

Fit for winter

With new and expanded offerings, winter brings fresh momentum to the most legendary sports city in the Alps.

Reformer Room

Pilates and bodywork in Kitzbühel: The Reformer Studio from Munich is expanding its location and opening a new store in Kitzbühel, in the Gries district. Pilates Reformer classes for beginners and advanced students are offered daily. The professional training is tailored to the individual participants and conducted exclusively by trained Reformer trainers.

Hiking program

The Kitzbühel Tourism winter program starts on 5 December 2025, and runs until 10 April 2026. Participation is free with the guest card. Guided winter hikes are offered on Mondays and Fridays, and, snow conditions permitting, guided snowshoe hikes take place on Wednesdays.

In the Kitzbühel mountains, up to 3,000 stars can be seen with the naked eye in dark places, while in bright

cities there are often fewer than 100 due to light pollution. The dates for the 2026 star hikes have already been set: Sunday, 4 January 2026, Wednesday, 4 February 2026, and Wednesday, 18 February 2026. Each hike begins at 7:30 p.m. and lasts approximately three hours.

Curling

The Sportpark Kitzbühel is home to Austria's only curling hall. The Curling Club Kitzbühel will celebrate its 70th anniversary in 2025. In addition to general training and playing opportunities, championships are also held here.

Golf

Golfing in winter? In Kitzbühel, this has long been a reality! Kitzbühel's indoor golf simulators are the ideal alternative for all golf enthusiasts who don't want to give up their hobby in winter. Both locations offer a unique golfing experience on up to 200 virtual courses as well as exclusive indoor tournaments. In addition to golf training, Sport Etz offers professional club fitting and an extensive range of products in its shop.

The entire facility at the Kitzbühel-Schwarzsee-Reith golf course is managed by the Kitzgolfakademie under the direction of Max Glattenbacher. Two state-of-the-art TrackMan golf simulators allow you to play world-famous golf courses virtually or work specifically on your technique and distance control. The simulators can be booked by the hour, with or without a trainer.

Also new this winter is the PuttView system – an innovative system for visual and digital support of putting training. It helps you refine your putting game, try out new forms of play, and perfect your short game in a fun way. Here, too, the motto is: fun and precision for young and old alike.

Highlights that inspire

Kitzbühel's series of events is known far beyond its borders and continues to develop year after year.

Kitzbühel Advent Market

From 19 November to 28 December 2025, Kitzbühel's Hinterstadt and Stadtpark will be transformed into a magical place where winter fairy tales come true against the picturesque backdrop of Kitzbühel's colorful and decorated house facades. The Kitzbühel Advent Market is open from Wednesday to Sunday and on Monday, 8 December 2025, from 2:00 p.m. to 8:00 p.m. and on 24 December 2025, from 10:00 a.m. to 2:00 p.m.

Over 30 stands and a total of more than 40 operators invite visitors to enjoy daily live music, an extensive children's program with crafts, pony rides, and a children's carousel, as well as changing club huts. Highlights include the arrival of St. Nicholas on 6 December at 5:00 p.m. and two concerts by the popular Wilten Boys' Choir on 8 December 2025, at 4:30 p.m. and 6:00 p.m.

This year, the Kitzbühel Mountain Advent will take place on Friday, 12 December 2025, and Friday, 19 December 2025, starting at 4:00 p.m. each day at the Hahnenkammbahn top station.

KURIER ROMY

For the first time in its history, the Austrian film and television awards, the KURIER ROMY, will take place in

the picturesque setting of Kitzbühel. This change of location to Tyrol marks the beginning of a new chapter for the traditional awards ceremony, at which audience favorites from film and television are honored with the coveted KURIER ROMY. An extensive supporting program and two concerts — Spider Murphy Gang and Alphaville — are planned around the gala on Friday, 28 November 2025, in the ROMY Hall at Kaps Castle. The Kitzbühel Film Festival will take place at the same time.

Ring in the New Year with Kitzbühel

A fascinating program is also planned for New Year's Eve and New Year's Day. Starting on 30 December 2025, visitors can admire fascinating light installations in the historic city center. On 31 December 2025, colorful and luminous street performers will also be bustling through the alleys, enchanting young and old alike. We will welcome the New Year together on 1 January 2026, starting at 3:00 p.m. with a varied music program, festive New Year's speeches, and a dazzling LED performance.

The circular trail around the popular Schwarzsee lake will be illuminated with torches on two days. The dates are Monday, 29 December 2025, and Saturday, 3 January 2026. Food and drinks will be available at two stands run by the Kitzbühel water rescue service.

Snow Polo

Kitzbühel is particularly proud of its winter snow polo tournament, as apart from the tournament in Kitzbühel, only the regular snow polo tournaments in St. Moritz are well known. Kitzbühel welcomes the new year with two polo highlights: The Kitzbühel Polo Cup, a medium goal tournament, kicks things off from 8 to 11 January 2026.

This is followed by the main event, the 23rd Bendura Bank Snow Polo World Cup Kitzbühel, from 15 to 18 January 2026. A spectator grandstand in the general area is planned for next year.

Sound | Escape

The Kitzbühel Boutique Festival, called Sound | Escape, is entering its third round. At the end of the 2026 winter season, Kitzbühel Tourism will present this musical event format together with participating businesses on the mountain and in the valley. On Friday, 27 March 2026, Sound | Escape will start on the mountain before the Kitzbühel Mainstage in the city center opens the event format in the late afternoon. Afterwards, bars and clubs will delight visitors with a top-class line-up. Saturday, 28 March 2026, will continue in the same vein: from the mountain to the valley to the Mainstage and on to the businesses. On Sunday, 29 March 2026, the festival will come to a close on the mountain and at some businesses in the valley.

Preview Summer 2026 - Austrian Alpine Open

Following its successful premiere in 2025 at the Gut Altentann Golf Club, Austria's largest golf event is now scheduled to move on to Tyrol. From 28 to 31 May 2026, the DP World Tour will make a stop at the traditional Kitzbühel-Schwarzsee-Reith golf course with the Austrian Alpine Open presented by Kitzbühel – Tirol. The top players will get in the mood for the prestigious tournament during the first training days starting on 25 May 2026. The stars of European golf will open the event together with amateurs at the ProAm tournament on 27 May 2026.

With the return of the largest domestic golf event, Kitzbühel is also impressively reinforcing its reputation as the most legendary sports city in the Alps. In addition to the Hahnenkamm races and the Generali Open, golf will now also be given a worthy stage with stars such as Sepp Straka and Co. The venue for the Austrian Alpine Open 2026, the Kitzbühel-Schwarzsee-Reith golf course, is already shining in new splendor months before the big home game with Sepp Straka. With completely renovated tee boxes, elegantly modeled new bunker areas, and a state-of-the-art short game area, the course presents itself as a stage that meets international standards—while also bearing the unique alpine signature of Kitzbühel.

For more information about Kitzbühel as a destination, visit [kitzbuehel.com](https://www.kitzbuehel.com).