

Kitzbühel Sparkles in a Fresh Winter Glow

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

What's new in Kitzbühel? This is probably the most frequently asked question before visiting Kitzbühel, especially at the start of the winter season.

From renovations and refurbishments to new restaurants and shopping options, as well as lifestyle and physical activities - below you will find a clear overview of the key changes.

Director of Kitzbühel Tourismus, Dr. Viktoria Veider-Walser is delighted with the continuous innovation in the region: "Just in time for the start of the winter season, we are able to present a number of new developments like never before. The enthusiasm and commitment to high-quality services is very promising and proves that the destination is constantly evolving."

Well-rested in the "Gamsstadt"

Relaxation starts with a comfortable bed and a good nights sleep. Fortunately, there have been many new accommodation developments in the past few months.

Grand Tirolia Kitzbühel

The Grand Tirolia will kick off the winter season on Friday, December 13, 2024. Just a week later, guests will be welcomed into 69 brand-new rooms, including 28 luxurious suites in the newly completed extension. Highlights also include a kids' club, a cinema, and a state-of-the-art spa area featuring an indoor pool and sauna for ultimate relaxation.

HENRI Country House Kitzbühel

Newly renovated and centrally located near the main train station and Kitzbüheler Ache, HENRI Country House is just a 10-minute walk from the town center. Opening its doors in mid-December 2024, the hotel features 84 rooms, thoughtfully designed salons, and inviting lounges. With 150 years of history, Tyrolean hospitality comes to life here, seamlessly blended with the modern elegance of HENRI's signature style. A highlight of the property is the HENRI SPA & GYM, which includes a spacious indoor pool, bio-sauna, steam bath, gym, and sun terrace, offering the ultimate in relaxation and wellness.

Der Bichlhof

The Bichlhof Hotel, a perfect blend of tradition and innovation, is now proudly managed by the third

generation of the Hopfner family. Following its renovation earlier this year, the hotel has unveiled several exciting updates: 11 brand-new rooms and suites combining luxury and comfort, fresh enhancements to existing accommodations, and a stylishly redesigned bar offering a relaxed and inviting atmosphere. Sustainability remains at the heart of the hotel's philosophy, with a new photovoltaic system now generating 30% of its electricity needs.

Schweizerhof

The Schweizerhof, located across from the bottom station of the Hahnenkammbahn gondola, has already introduced several new features since the summer season. All rooms now feature a balcony with views of the Kitzbühel mountains. The entrance area, reception, hotel lobby, bar, and parts of the restaurant have all been redesigned.

Turm Kaps

This exceptional and private tower chalet, offering nearly 220 m² of space for up to 8 people, is located within the historic Kaps Castle. It features luxurious furnishings, 4 large bedrooms with double beds and en-suite bathrooms on the ground and first floors, a living/dining area with an open kitchen and stunning views from the top floor and tower, as well as a private garden with a barbecue.

Jodlbühel

The popular country hotel in Jochberg offers two new apartments with living spaces and a small kitchen area. A recently redesigned website means reservations for both accommodation and dining at the guesthouse are even faster and easier.

Where Enjoyment Comes First

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

ZUMA Kitzbühel

The 5-star hotel Weisses Rössl is once again offering exclusive Japanese delights this winter season. The very popular ZUMA consists primarily of three components: The main kitchen offering a selection of contemporary dishes, the Sushi Bar, and the Robata Grill.

Chizzo

The most famous beach club in Ibiza, Casa Jondal, is moving to Kitzbühel for this winter season and will begin a new era in the Chizzo building from December 7, 2024.

Greif

The former Chizzo team, led by Paolo, now welcomes guests at the Greif in the Hinterstadt, with their famous mediterranean cuisine. The location has been lightly adapted and now serves as a bar, café, and restaurant for social lunches during the day. In the evening, guests can enjoy the well-known fine dining concept from their former Chizzo residence.

Auwirt

Since September 2024, Stefan Monitzer and Ralf Berner have been hosts at Auwirt in Aurach. The restaurant

serves traditional cuisine, along with international delicacies. The spacious rooms and studios can accommodate between 2 to 4 people.

Galleria Café & Tagesbar

Maximiliane Gies and Christiaan van Berkel manage the Galleria Café & Tagesbar in the Kitz Galleria with great attention to detail. The small but fine menu includes breakfast options, regional products, and homemade cakes. The sun terrace is the perfect spot to soak up some Vitamin D.

Sonnbühel

The oldest ski hut in the world has used the summer to make some small adaptations to both the interior and exterior. They look forward to welcoming old and new guests alike.

Alpenhaus at Kitzbüheler Horn

Since June 2024, the entire restaurant, including the Red Hall and Franz-Reisch Room, has been shining in new splendour. The popular sun terrace with a fantastic panoramic view of the Kitzbühel mountains remains the showpiece of the restaurant.

Sonnenrast

The interior of the Sonnenrast has been renovated and now shines in a new light. The popular sun terrace and umbrella bar have been expanded with the additional of an outdoor bar.

Die Hofalm

The former Hofstadl, located at the base of the Wagstätzbahn gondola in Jochberg, has been operating under its new name, *Die Hofalm*. Since last winter, the renovated venue, complete with a sun terrace, has been welcoming guests to indulge in après-ski and culinary delights.

SeidlAlm

At the site where the Alpine Ski World Cup was founded in 1966, a newly created outdoor bar invites guests to stop for a drink.

Jagawurz

After a break, the popular hut in the Jochberg ski area reopens this winter.

Hochwildalm

The cozy hut in Aurach is open again this winter and serves guests local specialities such as their famous pressed cheese dumplings, cakes, and a daily soups.

AusGfuxt

Alexander Pondorfer and Arnold Weiskopf present a new takeout at the former Fuchs butchers on St. Johanner Straße. In addition to local favourites, small gift ideas like high-quality oils, craft beers, and much more are available.

Restaurant Schwedenkapelle

From December 7, 2024, the Steiner family and their team will serve traditional cuisine made from locally sourced products and fine wines at Schwedenkapelle.

It's all about the experience

Movement and a good glass of wine round off the perfect day.

Zurzeit

Materre is dedicated to fostering a holistic sense of well-being. Kitzbühel locals Marie, Lauren, Elisabeth Frauenschuh, Aurelia Harisch and Erica Twingler—have created a vibrant pop-up store in the Gries. This unique space features a health café, mindful workshops, and a yoga studio offering a daily program. Adding to the experience, the initiative is complemented by an art gallery located in the Vorderstadt.

Feelgood

Founded in Norway in 2015, the new studio in Aurach features twelve automated training devices that support the body's movement in a pleasant and calm atmosphere. Feelgood is aimed at health-conscious individuals who want to stay fit or improve their fitness.

Club Take Five

The popular club in the heart of Kitzbühel's downtown has been newly taken over by Christian Abermann and, since the opening weekend on November 23 and 24, 2024, shines in its new "old" glory. Their DJ bookings for the upcoming winter season are already looking very impressive.

The Iconic Bar at the Lebenberg Schlosshotel

Starting December 9, 2024, a new era begins at the Lebenberg Schlosshotel. The new bar offers unique taste experiences and creations with the highest quality and creative ideas.

Legenden Café

The popular meeting point at the base of the legendary Hahnenkammbahn gondola, opens its new outdoor area at the beginning of December. The space includes covered and heated seating areas with a DJ booth to create a fresh new look.

Where Shoppers Hearts Beat Faster

The best way to discover the latest trends in fashion and lifestyle is with a casual stroll through the 750-year-old town center.

Christian Dior

This winter season, the fashion house Dior brings French flair to the Gamsstadt once again with a pop-up in the Hinterstadt. The store is a real feast for the eyes, even for window shoppers.

Michael Meyer

In addition to his two existing stores, Michael Meyer expands his portfolio with a new location in Kitzbühel's Vorderstadt, offering exclusive footwear and accessories from brands like Celine and Prada.

Stone Island

In a small pavilion in front of the Chizzo store, Michael Meyer brings the cult brand Stone Island back to Kitzbühel.

Jil Sander

In addition to the main store in the Hinterstadt, Gschwantler will open a Jil Sander pop-up store in the Enghaus at the beginning of December. A brand known for modern design and innovation.

Perfect Moment

Founded in 1984 in the mountains of Chamonix, Perfect Moment is synonymous with high-quality ski clothing and lifestyle. The new pop-up store by Gschwantler will open in Josef-Herold-Straße at the beginning of December.

Riani

The international premium label known for its unique fits and top-quality standards will move to the Hinterstadt, next to the Greif, on November 30, 2024.

Passage 3

In the passage of the Old Court in the Vorderstadt, this store presents the brands Lena Hoschek and Alpenherz over two floors.

Farah Kimia

The store of this Czech brand in the Josef-Herold-Straße specializes in high-quality outerwear for men and women.

Kaeufer Baby and Children's Fashion

Everything for young visitors up to 12 years old is available at the new location of Ina and Selina's store in the Franz-Erler-Straße, In Gries.

Vilebrequin

A swimwear story that began in St. Tropez in 1971. The high-quality swimwear from Vilebrequin is available at the store in the A-ROSA Resort Kitzbühel.

The Coast

In mid-December 2024, The Coast will open a store at the Kempinski Hotel Das Tirol in Jochberg. The collection combines casual elegance, timeless design, high comfort, and premium materials, inspired by numerous travels and the nature of Heiligendamm.

Kitzglück Outlet

In addition to the two existing locations in the Kitz Galleria and Rathausplatz, Kitzglück opens an outlet for all fashion and lifestyle enthusiasts at its new location in the Jochberger Straße, in the former Blaumax store.

Sofina Boutique

The Sofina philosophy is about true craftsmanship and preserving tradition. Both the porcelain and crystal series are handcrafted step by step in Germany. Before the winter season, the Kitzbühel boutique will be

relocated to the Kirchgasse.

Sitz Kitz

With Sitz Kitz on the Josef-Pirchl-Straße, Karin Balle fulfils a lifelong dream, presenting functional, modern furniture that invites comfort—under the slogan of down-to-earth, genuine quality at attractive prices. A second store is already in planning.

Studio für Florales

With a sense of beauty and quality, Helene Dahlmeier-Adelsberger creates floral emotions for every occasion and develops custom concepts for weddings, events, or decorations.

Oliver Heemeyer

The renowned jeweller from Vienna, who previously had a store in the Vorderstadt, is opening a small shop in the Hinterstadt.

Mondara Jewelry & Art

Fresh this winter season, Kitzbühel welcomes a new jeweller which has opened on the Bichlstraße.

Hartlauer

For all technical gadgets, Hartlauer has been relocated to the Bichlstraße and has been operating at its new home since the summer.

Highlights That Excite

The event scene in Kitzbühel is well-known far beyond its borders. Therefore, only the continuation of a new format is mentioned here.

Sound | Escape

Following the spectacular debut of the 1st Kitzbühel Boutique Festival over Easter weekend 2024—featuring a main stage in Kitzbühel's town center, 14 unique locations across the mountains and valley, and over 40 DJs from the electronic music scene—the highly anticipated second edition is set to return from March 28 to 30, 2025. Organized in collaboration with the participating venues, the lineup, including the headliners and other DJs, as well as the featured locations, will be announced soon. Stay tuned!