

## Kitzbühel starts the summer with numerous news

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**Twice a year, Kitzbühel presents the seasonal innovations, showing how innovation and active entrepreneurial spirit are fully lived in the region.**

*01.06.2022 / Full of motivation, the Kitzbühel businesses and their teams are starting this year's 2022 summer season. An overview shows the big and small changes in the Gamsstadt.*

The Kitzbühel summer resort is looking forward to its guests. Included in the luggage: numerous novelties at our hosts, innovative concepts in the hotel industry and gastronomy as well as new editions and extensions of popular event formats. The Kitzbühel Magazine, which was launched in winter, is also appearing in summer dress for the first time.

### The hosts and their news

Kempinski Hotels is considered the oldest luxury hotel group in Europe and is celebrating its 125<sup>th</sup> anniversary this year. The **Kempinski Hotel Das Tirol 5\*S** in Jochberg has already decided in the past winter season to open 365 days a year and offer their special hotel services. In addition, the two restaurants - Steinberg and Sra Bua - also look forward to external visitors throughout the year.

Just in time for the start of the summer season, **Das Reisch 4\*** not only celebrates 40 years of existence, but also presents itself this summer with a stylish restaurant area worth seeing and a newly renovated terrace.

Particularly exciting are the extensive design measures at the Hotel Zur Tenne, the Schweizerhof and the Grand Tirolia Kitzbühel, which will present themselves in a new look from the winter season or from 2023.

### New restaurants, chefs and bars

For the first time this summer, **the Steghaus at Schwarzsee** will spoil guests with new culinary delights and a dreamlike view of what is probably one of Kitzbühel's most famous power spots. Snacks are served for bathing enthusiasts at the kiosk, while the associated **lake bath** invites you to soothing cooling in the moor lake. The **Alpenhotel Kitzbühel** also offers external guests a small, fine menu for lunch and dinner.

To end a beautiful day, the perfect atmosphere of the **Secret Bar** at the Neuwirt, which is connected to the Hotel Schwarzer Adler Kitzbühel, welcomes you. There, special cocktails from all over the world are enjoyed in style.

At **More Pizza & Store** in Gries, the protein pizzas made in-house according to the principle "High Protein, Less Sugar and 100% Pleasure" convince with perfect fluffiness and good ingredients. In addition to fresh salads, wraps and much more, a large selection of More Nutrition products is also offered.

Start the day with a hearty breakfast at **Genusscafé**, Ralf Berner and Stefan Monitzer's second project. Location at **START.N**. The all-in workspace, ranging from co-working to workation for one or more days, also serves healthy bowls and freshly prepared lunch dishes.

Since mid-April this year, **KC 750 - Kultur Café Kitzbühel** has been the meeting place for the young and the young at heart. In addition to gastronomy, the program at the new center for culture, creativity and leisure includes small concerts, readings, workshops and game nights. The guest garden in the city park invites people to share and linger.

The **Alpenhaus** at the Kitzbüheler Horn has used the time to adapt its kitchen and bar to the new operating procedures. Visitors by car will be pleased with the newly renovated panorama road from July.

The **Hochwildalmhütte** at over 1,500 m above sea level in Aurach is a popular destination and stopover for hikers as well as mountain bikers and will be managed by Sieglinde Tausz and her daughter from this summer.

### **The most legendary sports town in the Alps**

This year's Kitzbühel golf season also offers numerous innovations. Already during the course of last year, two holes - 2 and 14 - at the **Eichenheim golf course** were redesigned and will be playable starting this year. In addition to the Eichenheim and Kitzbühel golf courses, the **Kitzbühel-Schwarzsee-Reith golf course** now also welcomes dogs (except during official tournaments). On the associated driving range, the new high-quality tee mats allow training as if on natural grass. The cart paths are immediately asphalted from hole 5 and by 2023 the first four holes will be upgraded accordingly. Sustainability is also a focus of this 18-hole golf course. In addition to the already existing flower meadows, the Kitzbühel-Schwarzsee-Reith golf course is pleased to announce the arrival of bee cultures and the production of its own honey.

### **Even more variety for shopping enthusiasts**

The new store of the **SINNER** brand in Gries stands for innovation, quality, performance and style. In 1996, the Dutch company started with sports sunglasses and is now known as an international lifestyle and sports brand in the winter and summer sector.

The little ones will be delighted with two new children's fashion stores in the Gamsstadt in July. In the KitzGalleria, **concept12 Kids** offers T-shirts and bodysuits with Kitzbühel prints in addition to the s.Oliver brand. In the former Benetton 012, also in the Vorderstadt, a clothing store specializing in children's fashion is opening.

The **Sublime Stages showroom**, which already opened in winter, continuously offers new products for the discerning clientele. Currently, among other things, exceptional objects by leading architects and designers, luxurious and customizable poker tables, unique porcelain and ceramic pieces and the Bubbles & Pearls Box by KATE & KON are offered.

The new gallery **ON STAGE by STREIFZUG** shows the current works of artist Andreas Reiman. As a highlight, the Viennese visual artist will show his series of works with motifs of the city view, especially made for Streifzug.

In addition to the history of the town, winter sports and the popular collection of Alfons Walde, the **Museum Kitzbühel** will be hosting a new temporary exhibition from June 24<sup>th</sup> to October 30<sup>th</sup>, 2022, entitled "Hilde Goldschmidt. Art and Self. The Artistic Estate at the Museum Kitzbühel" awaits art enthusiasts. Hilde Goldschmidt overcame all odds as an artist and took her fate into her own hands. The artistic estate is the testimony of her remarkable life and a unique document of Austrian art/history of the 20<sup>th</sup> century.

### **The Kitzbühel event circuit and its new concepts**

Golfing on the Streif? The unique tournament format over the legendary Streif makes it possible and only once a year. The prominent highlight, formerly known as Streif Attack, will present itself for the first time in 2022 under the name **Golf the Streif**. For connoisseurs of the format a must, where the adrenaline of the Streif is mixed with the precision of golf. The winner is the 4-man flight with the fewest tee shots placed on the key spots of the Streif.

A summer full of joie de vivre. Kitzbühel launched the co-creative event format **PURA VIDA Kitzbühel** back in 2021 in collaboration with the "next generation" and participating partners. This concept was also the first from Kitzbühel Tourism's branding process, which began in March 2021. After a successful launch, PURA VIDA Kitzbühel will continue this year on Thursday evenings in July and August in downtown Kitzbühel with creativity, culture and culinary delights: Yoga in the park, children's program, street art and music are among the weekly highlights - including a newly created PURA VIDA Summer Drink 2022.

For many years, Kammersängerin Elina Garanča and Karel Mark Chichon have performed together with young, up-and-coming opera talents at their open-air concerts - such as at **Klassik in den Alpen** on Saturday, July 09<sup>th</sup>, 2022. With the young talent initiative "ZukunftsStimmen", the two launched a sustainable campaign to promote and accompany young artists. As a special prelude to this year's concert, culture enthusiasts in the Gamsstadt can expect musical samples of young singers in the Stadtpark for the first time as part of the new event format **Kitzbühel Klassik** on July 06<sup>th</sup>, 07<sup>th</sup> and 08<sup>th</sup>, 2022.

### **KITZBÜHEL printed**

After the successful first edition of the **KITZBÜHEL magazine** in the past winter season, the second edition now appears in summer dress. Stories about the future as well as the past - with witty illustrations, beautiful pictures and crisp texts - vividly show the Gamsstadt with its countless facets. The magazine is available exclusively from Kitzbühel Tourism and in selected Kitzbühel businesses.

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

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