

Kitzbühel Tourism continues to go full throttle

General Assembly 2023 sets the course for the future.

After extensive discussions in the run-up, this year's general meeting of Kitzbühel Tourismus, including an increase in the per mille rate and visitor's tax, was unspectacular.

With a tourist tax of EUR 1.80, Kitzbühel Tourismus was in penultimate place compared to the rest of Tyrol. From January 1, 2024, the tourist tax will now be increased to EUR 3.50. There were lively discussions in the run-up to this short-term implementation, but the vote at the general meeting was clearly in favor of the increase. Around 90 percent of the votes were in favor of the fee adjustment.

During the meeting, Dr. Christian Harisch, Chairman of Kitzbühel Tourismus, proposed that the compulsory contributions be implemented in stages. An initial increase from 11.5 per thousand to 12.8 per thousand from 1 January 2024 and a further increase to 13.8 per thousand from 1 January 2025. Dr. Christian Harisch was not sparing with grand visions at the general meeting and was particularly pleased that, regardless of the voting group, an absolute majority of those present were in favour of the contribution increase. "Working together is the basis for success. We have to move Kitzbühel forward together," said Dr. Christian Harisch.

In addition to the well-known price increases, Kitzbühel Tourismus will use the additional income for five key areas in particular: Brand image, marketing, digitalization, sustainability and the infrastructure projects already underway. One euro of the visitor's tax will be earmarked for infrastructure, primarily for activating exercise on the mountain - i.e. hiking and biking.

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