

# Kitzbühel Tourism Wins Gold at the German Brand Award for Brand Relaunch

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**Kitzbühel's groundbreaking brand strategy stands out among over 1,200 entries and is also honored with the German Design Award.**

*One year after its comprehensive brand relaunch, Kitzbühel Tourism is celebrating an outstanding success: today, the destination was awarded Gold at the German Brand Award in the category "Excellence in Brand Strategy and Creation – Brand Design – Corporate Brand." With the entry titled "Your time is now," Kitzbühel was able to convince the prestigious jury and achieve the highest rating in this category. The German Brand Award is one of the most widely recognized marketing awards in the German-speaking region, highlighting brand successes that provide guidance in a dynamic brand landscape.*

"We are extremely pleased about this award," says Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism. "It confirms our courage to pursue a groundbreaking brand presence and honors the hard work of the entire team as well as our partners. Being recognized by such a prestigious jury in a tough competition with 1,200 entries is a fantastic achievement and motivates us to continue consistently on this path."

## **German Design Award for excellent Design Quality**

As early as February 2025, Kitzbühel Tourism was honored with the German Design Award. This international premium award from the German Design Council recognizes innovative products and projects, along with their manufacturers and designers, that are pioneering in the German and international design landscape. The award highlights the excellent design quality of the relaunch, which uniquely combines aesthetics and functionality. The nomination for the German Brand Award followed as part of the recognition received with the German Design Award.

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