

## Kitzbühel branding process enters second round

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**Kitzbühel Tourism and service providers in the region are working together on the image of the future.**

*02.05.2022 / The goal of the #wirsindKITZBÜHEL branding process initiated by Kitzbühel is to develop an attractive and differentiating image of the future for the Gamsstadt. In the second phase, concrete projects are now being planned and implemented.*

The Kitzbühel region can look back on a successful history and is considered one of the most renowned tourism brands worldwide. Kitzbühel Tourism sees it as its responsibility to ensure that these competitive advantages, which have already been achieved, are maintained for future generations in order to continue to inspire the future. This requires a future-oriented positioning of the brand and implementation strategies based on it.

### **A new understanding of destination development**

What is special about the process in Kitzbühel, which started in 2021, is that the strategic direction is not set from the top down as is usually the case, but can be shaped by everyone interested in Kitzbühel. In this way, a wide variety of experiences and expertise can be incorporated into the process. Also new is the understanding of a holistic DMO development, which is reflected in the performance core "My preferred place for being", which includes guests as well as locals, leisure apartment owners and employees.

### **From strategic vision to operational implementation**

In the second phase of implementation, which started last week, more than 50 participants have again agreed to work on specific projects. The basis is formed by the five fields of action defined in phase one: Workation, Culinary Delights, Inspiring Networks, Outdoor Active and Internal Anchoring and Communication. Each of these consists of a working group leader and several team members. Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is delighted with the lively interest in destination development: "The time that each participant in the branding process voluntarily invests in Kitzbühel's future is extremely valuable. Therefore, we see it as our great obligation to carve the jointly developed image of the future in stone for the coming years. We can only achieve this through the full commitment of our supervisory board, the political players in Kitzbühel and our top performers. It is also very important to us to finally get down to business and start implementing concrete projects."

### **Successful start of the second implementation phase**

Since the unanimous approval of the strategic vision by the supervisory board of Kitzbühel Tourism in October 2021, the individual working groups have met regularly in recent weeks to exchange ideas and brainstorm. On April 27<sup>th</sup>, 2022, the joint kick-off meeting was held with all participants and took place at the Hotel Rasmushof for phase 2. The aim is to plan concrete projects and implement them on the basis of the jointly developed framework conditions. Initial successes were already achieved last year with the PURA VIDA Kitzbühel event series, the founding of an association Bike ARGE and the successful first edition of the KITZ Kulinarik x Piemont event. The kick-off meeting also served to present the concrete goals of the individual working groups and to exploit any synergies. Since the first projects are already to be presented and implemented this summer, the coming weeks will again be characterized by individual working group meetings.

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All information on the branding process can be found at [www.kitzbuehel.com](http://www.kitzbuehel.com).

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