

Positive Tourism Development in Kitzbühel

At the end of April, Kitzbühel Tourism draws an overall positive conclusion for the winter season.

Despite a challenging economic climate, the season overall showed positive development – after a strong start and a slight drop in overnight stays in February and March 2025.

Both overnight stays and arrivals increased compared to the previous year. Arrivals rose by +2.2%, while overnight stays grew by +1.3%. Growth was particularly strong in the months of November 2024 to January 2025, as well as in April 2025.

The economic situation in Germany is also reflected in tourism figures: “We're seeing a slight decline of 0.2% in overnight stays from Germany. In contrast, the U.S. market continues to grow – with an increase of +12.7%. The U.S. has now become one of our four most important source markets, alongside Germany, Austria, and the United Kingdom,” says Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism.

The average length of stay remained stable at 3.8 nights. Significant growth was recorded particularly from Israel and Austria. The United Kingdom, however, continues to lose a small share of the market.

It is assumed that the actual number of overnight stays is even higher, as many stays in private accommodations are not captured in official statistics. Looking ahead to summer, there is a cautious sense of optimism.

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