

#Summerfreshness in Kitzbühel with lots of news

There is always something going on in the Gamsstadt.

Work and diligence, pioneering spirit and the desire for change - this is what keeps Kitzbühel going and constantly opens up the joy of new pleasures for guests and locals alike. A lot has happened again in the last few months.

Whether conversion, renovation, new restaurant or shop concepts - to keep you up to date and always well informed, we have summarised the news for you.

Genussmomente à la carte

Ralf Berner and Stefan Monitzer have been giving the traditional inn zum Rehkitz a new lease of life since the beginning of June. In addition to the unique location and the incomparable charm of the more than 200-year-old farmhouse, gourmets can look forward to down-to-earth specialities, refined menus with a modern touch as well as tempting cakes and desserts.

The opening of the new, partly covered terrace with a view of the Kitzbühel mountains is planned for August at Wirtshaus - Das Mocking. Already from 19 July, the Kitzbühel siblings Martin Huber and Andrea Posch will present the new entrance area and the new Stüberl and spoil you with intense taste experiences in the rhythm of the seasons, with classic Austrian dishes interpreted in a modern as well as creative way.

When taking time out in nature, Sandra spoils her guests at Café Sunshine am Schwarzsee with a variety of breakfast options, homemade cakes and pies as well as freshly prepared snacks and sandwiches - gluten-free and vegan options are also on offer.

The former Auwirte, Nina and Christian Grobeis, have already been pampering guests in the Gold Restaurant in the exclusive Gasteiger showroom for several months. Pure purity in organic produce, valuable use of local resources, game & green: everything is possible with the return to tradition implemented in a refined way.

The popular Branderhofstube inn at the entrance to the Aurach Wildlife Park has been renovated. The centrepiece is the new Stüberl with a panoramic view of the Kitzbühel Alps. When selecting the dishes, great importance is attached to fresh, regional products. The more than 30 herbs from the hotel's own garden are also used in the local delicacies as well as in the homemade drinks.

The Garden Lounge at Rasmushof hosts Grill & Chill with live music by The LaRossa's every Friday and the Garden Brunch with the Tyrol Music Project and a culinary journey through countries every Sunday.

The Winkler brothers are cooking again this summer at the Waldbad Gieringer Weiher. Guest chef Christian Winkler serves pizza with fresh sourdough and the best ingredients on Fridays and Saturdays. Sunday is Schnitzel Day with the souffled Wiener Schnitzel, known from Kitchen Impossible, and on Monday there are

changing dishes in street food style on the menu.

Until 3 September 2023, the Beet Boys, consisting of three young people from Kitzbühel, will be spreading the holiday mood with their food truck in the beautifully landscaped courtyard of the Koppelman nursery every Wednesday to Sunday. The specially created menu includes falafel, skewers from the yakitori grill, summer salads and weekly specials as well as homemade lemonades.

Well-bedded in the Gamsstadt

With much love and dedication, Heidi and Christian Klackl have been running the traditional Eggerwirt since the beginning of June 2023. The 3-star superior hotel, appreciated by guests, impresses with its character, the beautiful rooms and a restaurant with regional cuisine in a prime location near the town centre.

The Hotel Kitzhof Mountain Design Resort presents two new garden suites and thus increases to a total of 38 suites. In addition, 33 rooms have been given a new design and the public areas have been given a small, but nice relaunch.

In the A-ROSA Resort Kitzbühel, a new fireplace with wine tasting room has been created in the bar area on the 3rd floor and the terrace with a view of the Kitzbühel mountains invites you to enjoy the sunset with stylish furniture. Alternatively, relax in the new relaxation room in the spa area on heated waterbeds. The à-la-carte restaurant Das Kaps welcomes guests under a new name after complete renovation and now also serves breakfast in addition to steak classics and much more.

After several months of complete renovation or reconstruction, the former Hotel Hubertus in the centre of Reith shines in new splendour under the name Dorfesort Kitzbühel. 25 chalets and holiday flats in luxurious country house style are operated by Alps Resorts. Culinary delights are served in the directly connected Reitherwirt restaurant.

At Hotel Rasmushof Kitzbühel, located directly in the finish area of the legendary Streif downhill run, the swimming pool and some rooms have been given a facelift. The Hotel Garni Entstrasser and the Pension Schmidinger also used the time for a renovation.

Shopping - oh lala

In July, Kinga Mathe fulfils her next dream and opens her first shop in Austria in Jochberger Straße, in the former Heigenhauser bakery in Kitzbühel. The brand of the same name is one of the most successful traditional costume labels on the market.

Kitzbühel designer Sabine Sommeregger will present her new Kitzbühel dirndl collection alongside the current summer and autumn creations at a fashion show at the PURA VIDA event format on 27 July 2023.

Schuhmode Fuschlberger is also represented in the Vorderstadt in Kitzbühel from this summer. However, the traditional shoe store Haderer will remain in the Gamsstadt with a shop window and repair facilities.

And Frida is represented as a pop-up family concept store in the former Sonnentor shop in the Vorderstadt until March 2024. There, selected, unusual and high-quality products are offered with love and care - beautiful gift ideas for loved ones that you would prefer to keep for yourself.

In the former Englhaus, the new fashion store called Von Floerke presents women's fashion and accessories.

Bargain hunters beware. The Michael Meyer pop-up store in Hinterstadt offers exclusive brands at best prices. It pays to be quick.

#weareKitzbühel

The co-creative pilot project #wirsindKitzbühel shows how destination development can be shaped in a future-oriented way - consisting of a jointly developed future image with five success patterns and a performance core.

At START.N Kitzbühel, the fully equipped office of Kitzbühel Tourism covers the area of workation in the best possible way. The KITZ Office is the solution for all those who would like to rent a fully equipped workspace for a limited period of time in order to work in a focused manner, make calls and create innovative ideas. In addition, a new creative space, a large meeting room and an open space or lounge are available for rent on a half-day, full-day or multi-day basis.

In the newly opened WinWork® Business Co-Lounge, the comfort of living can also be combined with the efficiency of working.

Visible successes are also evident in the Outdoor Active working group. In the bike area, a new practice area and three trails will be opened at the Sonnenrast chairlift on 28 July 2023. Golf enthusiasts are delighted about the new opening of the driving range at the Eichenheim golf course. The state-of-the-art Trackman practice facility with golf simulators and eight covered tee boxes was designed and built by Olazabal Design by Spanish golf legend José María Olazábal. The practice range is complemented by a pitching area and a putting practice green, both designed by Southwest Greens by Jack Nicklaus.

#Summerfreshness in Kitzbühel

The best thing is to book the Midweek Special today for your #summerfreshness in the Gamsstadt and visit all the news as well as tried and tested businesses and manufactories in person.

All participating accommodations can be found at angebote.kitzbuehel.com.

Information on the destination Kitzbühel can be found at kitzbuehel.com

Press enquiries: Mag. (FH) Anna Lena Obermoser, MA
a.obermoser@kitzbuehel.com | presse.kitzbuehel.com | +43 5356 66660-16