

Sound | Escape Exceeds All Expectation

Kitzbühel Tourism and partners delight with electronic beats to end the winter season.

3 Days - 1 Mainstage - 20+ Locations - 40+ Artists. From Friday to Sunday, from noon until the early morning hours, from the mountains to the valley, with free admission Kitzbühel Tourism looks back on the second edition of the Sound | Escape Boutique Festival with great satisfaction.

Following its successful premiere in 2024, *Sound | Escape* aims to revitalize the traditionally quiet last weekend of March in collaboration with tourism partners. Dr. Viktoria Veider-Walser, CEO of Kitzbühel Tourism, sees great potential in this concept: *"What a weekend! Already in the second edition of Sound | Escape, we could feel something special happening—more visitors, more engaged businesses, more energy, and, above all, a true sense of togetherness. The positive feedback from locals, guests, artists, and partners proves that strong ideas and initiatives hold real potential, even in the off-season.* A continuation of the Kitzbühel boutique festival is planned for 27 to 29 March 2026.

Spectacular Continuation

That Kitzbühel regularly hosts top-tier DJs in electronic music is widely known. With *Sound | Escape*, the individual initiatives of various venues - both in the mountains and the valley - were united under a single festival concept. At its heart, serving as the central connection between locations, was a large Mainstage set in the historic town center, within the courtyard of the district administration building. Special emphasis was placed on free admission to all locations.

Over the three event days, a high-caliber lineup dazzled audiences, featuring local DJ talents and international superstars such as Sven Väth as the headliner, alongside Kilimanjaro, Matthias Tanzmann, and Anna Tur. Visitors of all ages - electronic music traces its roots back to the 1990s - were thrilled by this fresh format, despite occasional rain in the valley and snowfall in the mountains.

Auswirkung in den Betrieben deutlich spürbar

The feedback and positive responses from the previous year bore fruit, clearly reflected in the overnight stays and occupancy rates of participating businesses both in the mountains and the valley. The world-renowned headliner Sven Väth, in particular, attracted numerous visitors to Kitzbühel, including a group of over 100 British skiers and several first-time guests.

Marvin Aloys, responsible for coordinating the artists, shared his excitement: "We wanted to create an alpine space for electronic music, culture, and real encounters - and together, we filled it. Thank you, Kitzbühel Tourism. Thank you, Kitzbühel. And thanks to everyone who made this possible and danced with us. This makes one want more.

"Sound | Escape was already a huge success last year, but this year, the impact is even more impressive: incredible resonance, an amazing atmosphere, and most importantly, concrete overnight bookings. The

majority of our hotel guests that weekend came specifically for the festival. We are particularly pleased that this format appeals to a younger audience and fits perfectly with the Kitzbühel brand," says Michael Hönigmann, General Manager of Harisch Hotels, who has supported the festival from the start.

Susanne Grill, hotel manager of the HENRI Country House, which opened in December 2024, participated as a dedicated festival location: "The festival is an absolute enrichment for Kitzbühel, bringing in many young visitors who had never been here before. Thanks to Sound | Escape, our hotel was fully booked. I've only heard positive feedback from all sides. We need more events like this to engage the next generation with Kitzbühel year-round."

"We were fully booked until the end of March. We focused on new markets and invested heavily in advertising, primarily on social media. We are very satisfied with the entire winter season," summarizes Nina Hipfl-Reisch, Marketing Manager at Hotel Das Reisch.

Bei Tomschy is the go-to venue for electronic music in the mountains, and owner Christoph Tomschy was an early supporter of the concept: "This past weekend was something truly special for me personally and for our entire team. Sound | Escape managed to combine the magic of music and mountains in a way that cannot be planned - it must be experienced. The energy, the people, the atmosphere: this was more than just an event, it was a feeling. A huge thank you to Kitzbühel Tourism and Marvin Aloys for the organization and vision that made this festival possible. It was an honor to host and be part of something that moved so many people. Once again, Kitzbühel has shown how versatile it is - not just in sports, but also culturally and emotionally. We are already looking forward to what's next, especially the next edition of Sound | Escape."

"Sound | Escape was a true highlight for me - an event that impressed on every level. The organization was top-notch, the energy was palpable, and the atmosphere was simply electrifying. Whether on the Mainstage or in our venue, people danced, laughed, and enjoyed the moment. I am thrilled by how positively the entire weekend turned out - everyone was in high spirits. An event like this is exactly what Kitzbühel needs," says Max Ebner from Lichtl.

Thomas Thurner from NU Club Kitzbühel brought in the popular artist Karotte for the afterparty: "Many thanks for the excellent organization. It was an amazing festival weekend, and we're already looking forward to next year."

Mag. Anton Bodner, CEO of Bergbahn AG Kitzbühel, reflects positively on the successful kickoff event at Aquarena: "I was delighted to see how much fun both young and old had and to experience the fantastic atmosphere. The two young local DJs Alex Sanchez and Dé from the Beatkeepers thrilled the crowd with great music and energy. The collaboration with Kitzbühel Tourism was excellent. Next time, I'll be there in my swim trunks."

For more information about Kitzbühel, visit [kitzbuehel.com](https://www.kitzbuehel.com)