

A lot of movement in the Gamsstadt

Kitzbühel starts the winter with numerous novelties

27.10.2022 / Work and diligence, pioneering spirit and the desire for change - that's what keeps Kitzbühel going and constantly opens up the joy of new pleasures for guests and locals alike. A lot has happened in the last few months in particular.

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

Pleasure moments à la carte

One of the biggest changes in the restaurant offer can be seen in the former Bastian's: Munich gastronomic icon Ugo Crocamo opened the well-known restaurant brand H'ugo's here in August as a pop-up operation in a noble design, thus joining its sisters as number seven. In winter, the concept will be further expanded and casual bistro style will be lived out daily from 08:00 to 22:00. The menu covers breakfast classics, Italian dishes, cool drinks and first-class wines. Connoisseurs won't miss a thing here, because the eye also enjoys the elegant grey and the warm earthy colours.

Since July, we have also met new hosts at Auwirt, the sister of Kampa Park in Prague. In the traditional ski parlour, in the state of the art main dining room made of concrete and glass - designed by Ferdinand Porsche - as well as in the tranquil garden, visitors enjoy local dishes and sophisticated delights. True to the motto: High-performance cuisine and locally inspired dishes - simply the best of all worlds!

The popular Kisini Bakery, located near the Liebfrauenkirche, has expanded and continues to delight with tasty coffee and delicious delicacies for breakfast or for that little break in between.

Japanese, exclusive delights will once again be offered by the 5-star Hotel Weisses Rössl from 8 December 2022. The first and only ZUMA restaurant in the German-speaking region essentially consists of three different components: The main kitchen with a selection of contemporary dishes, the Sushi Bar and the Robata Grill.

The haute cuisine restaurant Berggericht in the Old Tax Office will be expanded to include the delicatessen Löws Deli in the neighbouring Lacknerhaus. Franz Josef, on the other hand, has a sweet tooth and spoils its guests with imperial cakes in the former Hölzl confectionery. The opening of the two venues is planned for November and December respectively.

Changes in the hotel industry

Intensive renovation, conversion and new construction work is also taking place in the hotel industry. The 5-star Tennerhof Gourmet & Spa de Charme Hotel is expanding its range and will offer three new Luxury Chalet Suites from December 2022. In addition, the tradition-conscious hotel will delight guests with its gentle slope location and panoramic views of Kitzbühel and the surrounding mountains. From 19 December 2022, the Grand Tirolia Kitzbühel - part of the Dorint Group's Hommage Luxury Hotels Collection - will open after modernisation measures. The construction of additional new rooms is planned for spring 2023.

At the Aktivhotel Schweizerhof Kitzbühel, too, no stone is left unturned: Here, the third floor was expanded in recent months, gaining four new rooms or suites. Twelve more rooms were modernised on the west side, partly enlarged and equipped with terraces or balconies. The renovation of the remaining rooms is planned for the next one to two years.

Modernisations, renovations and technical updates can also be found at Das Reisch - at the reception, in the restaurant and on the terrace. New features include the small seminar room for around 30 people and the lounge terrace with appealing culinary offerings.

The first and only Leading Hotel of the World in the middle of Kitzbühel, the Hotel Weisses Rössl will delight guests with some modernised rooms and suites from 8 December 2022.

The Hotel Zur Tenne in the middle of the city is still undergoing renovations until 2024 after being taken over

by the Dohle Group. To shorten the waiting time, a pop-up bar will give first glimpses of the hotel's vision of the future in the coming winter season.

Shopping - oh lala

Shopping on a whim and discovering something new - apart from the hottest labels and designs: what could be better than the Gamsstadt?

A new, exclusive store with individual premium casual wear and accessories called Nature Deer is being built at the former Souvenir Nagele. The origin of this new label lies in Kitzbühel and it is meant to represent the uniqueness of the Gamsstadt: high-quality, exclusive, individual and authentic.

The popular Krines lingerie and swimwear boutique is now located in the Vorderstadt and now also offers a selection for men. All year round you will find a wide selection of luxurious lingerie, trendy swimwear and seductive nightwear - for him and her - with personal advice. After more than 20 years, the popular Englhaus will move to Hinterstadt 19 - the former La Gondola - by the end of the year. The new Sinnesberger Fashion Store will continue to offer selected international brands in a historic vault. Hard to believe, but Bogner is actually celebrating its 90th birthday at the beginning of December with the presentation of the Frozen Riviera Collection in the Kitzbühel store in Vorderstadt. Founded in 1932, the company has established itself over the decades as an outstanding fashion label with a luxurious mix of sport and lifestyle - fitting for the Gamsstadt.

All good things come in threes

The third edition of the KITZBÜHEL magazine also takes you to a place of inspiration and pioneering spirit. Stories about the future as well as the past - with witty illustrations, beautiful pictures and crisp texts - vividly show the Gamsstadt with its countless facets. The magazine is published twice a year and is available exclusively from Kitzbühel Tourism and in selected Kitzbühel businesses.

Kitzbühel Advent - Christmas as it used to be

It is considered the most contemplative and also the most beautiful time of the year: the pre-Christmas period. The Kitzbühel Advent, a heartfelt project of Kitzbühel Tourism, underlines this and from Wednesday, 23 November to Monday, 26 December 2022, every Wednesday to Sunday provides contemplative hours in an atmospheric setting in the Stadtpark and in the Hinterstadt.

Biscuit baking, storytellers and a nativity scene exhibition. The scent of hot chestnuts and fruit punch is in the air. Childhood memories are awakened at the popular Kitzbühel Advent. Around 30 lovingly decorated stalls offer regional delicacies and traditional handicrafts - framed by performances by local choirs and music groups. Children can shorten the wait for Christmas Eve with handicrafts, bread baking, pony rides or at the Christkindl post office. At 8 p.m. the lovely sounds of the Kitzbühel carillon bring the Advent market to a close.

Kitzbühel is particularly concerned to act in a resource-saving and sustainable way at this time of year and to set a symbolic example of energy saving. Therefore, the lighting times and locations are adapted accordingly. Despite the reduced form, an atmospheric ambience is created for everyone at the popular Christkindlmarkt.

All information about the destination Kitzbühel can be found at kitzbuehel.com.

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