

#weareKitzbüchel in further implementation

Steering committee supports new event format in the Gamsstadt.

Kitzbüchel Tourism has been taking a co-creative approach to strategic destination development since 2021. Involving all stakeholders in the community, including locals, second homeowners, entrepreneurs, and employees, a shared vision for the future was crafted.

As part of the brand-building process, in addition to existing working groups, a formal steering committee was initiated with the task of regular communication and the promotion of the continuation and implementation of existing ideas from the respective success patterns.

Brand Building Process #WeAreKitzbüchel

Following a comprehensive evaluation of the status quo with over 1,200 respondents, a major milestone was born after intensive and sometimes tense discussions: a shared understanding of the future development of tourism in Kitzbühel. This resulted in a vision for the future with five success patterns and a shared core offering.

Over 70 Kitzbühel residents of all ages and professions have been volunteering tirelessly since the initiation of the brand-building process in 2021 by Kitzbühel Tourism to implement concrete projects within the jointly developed vision for the future. While existing successful products are to continue improving in terms of quality and excellence – think "Outdoor Active" and "Culinary Delights" – the vision for the future also considers trending topics such as the emerging concept of "Workation." Everything that emerges from this new vision for Kitzbühel Tourism serves one purpose: to make Kitzbühel an even more attractive place to live (My Preferred Place for Being) – for guests as well as for locals, second homeowners, and employees.

Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism, emphasizes: "Developing strategy co-creatively and using it as the basis for the strategic direction of Kitzbühel Tourism is a significant step towards future-oriented DMO work. Now, the focus is on further embedding these themes internally and bringing them to life with specific products and projects."

#WeAreKitzbüchel in Action

To turn words into actions, specific working groups have been working on flagship projects and products that contribute to all success patterns. The emphasis has been on promoting quick wins and concrete projects, such as the weekly summer event "PURA VIDA" in July and August, "KITZ Kulinarik x Piemont" in mid-October, the "Kitzbüchel Klassik" initiative with Elina Garanča and the Vienna State Opera in early July, as well as a cross-regional product development initiative in the bike and running segment.

To further honor this spirit in the future, a steering committee has been established to provide easy and fast initial funding and support for potential flagship projects. A first future project named "Metagonia" – a conference on digital worlds – is already planned for early October 2023 in Kitzbühel.

Interested parties are always welcome to join. Everyone in the Kitzbühel, Reith, Aurach, and Jochberg community is invited to participate in #WeAreKitzbühel through the working groups. If interested, the team led by project manager Bettina Wiedmayr is available at wirsind@kitzbuehel.com for further information.

All information about the brand-building process #WeAreKitzbühel initiated by Kitzbühel Tourism can be found at marke.kitzbuehel.com

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