

When Mindfulness Meets Nature and Reaches for the Stars

The international HIGHLANDER hiking event celebrates its Austrian premiere in Kitzbühel.

From 19 to 23 August, 2025, the Kitzbühel region will host HIGHLANDER for the first time - a multi-day outdoor hiking event that began in Croatia in 2017 and is now represented in over 20 countries.

HIGHLANDER is not a competition, but a multi-day hiking experience that's not about time or performance - it's about connecting with nature, your own body, and what truly matters in life. All participants carry their own gear, including a tent, and complete daily stages of 15 to 25 kilometers - a tangible physical challenge set in an environment that invites slowing down and finding mental clarity.

The hike is accompanied by a supporting program that offers knowledge and inspiration for a healthy lifestyle - breathing exercises, mindfulness, nutrition, meditation, and self-reflection are just as much in focus as the shared experience.

The organizers place great importance on a conscious and responsible approach - meals are sourced from regional, organic agriculture and prepared on site - simple, nourishing, and made from ingredients that offer real value. HIGHLANDER also collaborates with partners who stand out for their values, commitment to sustainability, and contributions to people's quality of life.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is enthusiastic about the innovative event format: "What began as a 'New Premium' success model in our strategy now finds further expression with HIGHLANDER. It's a must for everyone seeking grounding, human connections, and closeness to nature — without giving up on having a great time. We look forward to the Austrian premiere in August 2025."

Initiator Thomas Weirather from WWP is confident in the product: "HIGHLANDER is designed to help you escape everyday life - and finally take time for yourself again. For me, health means more than just exercise. It's a mindset - and HIGHLANDER creates the perfect space for exactly that."

I'm very excited to bring this experience to Kitzbühel and can only recommend that everyone gives it a try. When I first heard about it, my initial thought was, "How am I supposed to make time for this?" Today, I know it was one of the best investments I've made in myself. And every single day was worth it.

Off to the Kitzbüheler Südberge

The journey begins in the 750-year-old historic center of Kitzbühel. The route follows the impressive southern ridge of the Kitzbühel Alps, offering breathtaking 360° panoramas - from the Kitzbüheler Horn, along scenic ridges through the Südberge, continuing over the Pass Thurn to the Resterhöhe with views of the Hohe Tauern, before descending back to the valley via the Pengelstein and the legendary Hahnenkamm.

The routes can be tackled individually, are well marked, and allow space for a personal pace - from a sporty challenge to a relaxed nature experience. Depending on time, experience, and fitness, outdoor enthusiasts have four suitable formats to choose from for their personal HIGHLANDER adventure:

:: Hercules | 5 days & 100 km

For everyone ready to hike through the Alps for five days with a backpack and tent - seeking inner strength, clarity, and a true connection with nature.

:: Pegasus | 3 days & 53 km

For those who want to experience an intense but manageable tour with an alpine character.

:: Orion | 2 days & 33 km

Ideal for families or groups of friends seeking a special nature experience together and able to enjoy one night in the great outdoors.

:: Lyra | 1 day & 23 km

A shorter, family-friendly introductory tour - perfect for anyone wanting to experience the HIGHLANDER feeling for the first time.

Nights Beneath the Stars

A special highlight are the four overnight camps, secluded in the mountains within carefully chosen natural settings. Away from daily life, they offer space for silence, starry skies, and genuine contact with nature.

The camps provide everything needed for a grounded and memorable nature experience - warm evening meals made from regional ingredients, basic sanitary facilities that are simple, clean, and sufficient, as well as optional recovery sessions like yoga or breathwork for relaxation.

:: Camp 1 | Near Hochwildalm in Aurach

Untouched, shaped like a green amphitheater, nestled within the alpine landscape.

:: Camp 2 | Near lake Torsee in Jochberg

Right by the clear mountain lake, with the perfect spot for sunrise.

:: Camp 3 | Near Resterhöhe

With a magnificent view of the Hohe Tauern National Park, ideal for pausing and marveling.

:: Camp 4 | Near Pengelstein / Hochsaukaser

At 1,900 meters above sea level, with views of the Wilder Kaiser to the north and the evening sun to the west - a quiet, fitting finale before the last day's stage.

But not only does HIGHLANDER itself focus on the essentials, packing your backpack should include only what you truly need.

Side Events and Community

Each day, participants receive a regional snack, freshly prepared with ingredients from the local area - following the "field to fork" concept, from farm to table. This approach supports local cycles, reduces emissions, and promotes a responsible, healthy lifestyle.

In addition to the snack, a warm meal is served in the camps in the evening - an important source of energy and recovery on the way to the goal. These dishes also follow the same sustainable principles and feature typical specialties from the region. In the camps, hikers can look forward to an engaging activity program that helps them dive into the overarching themes of body, mind, and soul. Experienced experts share their knowledge and guide participants on a unique journey. Workshops on sustainability and nature conservation, outdoor yoga sessions and breathing exercises, star gazing in the clear mountain air, as well as campfire talks are, of course, all optional.

Who is HIGHLANDER for?

Whether alone, with friends, or in a team - HIGHLANDER appeals to everyone who wants to be close to nature and grow both physically and mentally.

HIGHLANDER is perfect for families: parents with hiking-loving children spend time together in nature on the shorter route, including an overnight stay—perhaps even their first night under the open sky—and create unforgettable memories.

HIGHLANDER appeals to nature explorers seeking authentic mountain moments in nature with impressive views and adventure, but who prefer shorter stages.

HIGHLANDER is for all mountain lovers who live hiking both physically and mentally.

HIGHLANDER as a team-building format with real added value is also suitable for companies and incentives. Shared movement in nature, enjoyment in all its forms, deep conversations, sunrises, and starry nights connect and boost motivation.

Information about the HIGHLANDER premiere, including the registration link, can be found at www.highlanderadventure.com/de-at/kitzbuehel

For more information about the Kitzbühel destination, please visit kitzbuehel.com