

## #wirsindKitzbüchel | The five success patterns of the future image

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**The participants of the brand building process are working at full speed on the jointly developed image of the future. In a 5-part track, the individual success patterns are presented, this time "Culinary Delights".**

*28.06.2022 / Kitzbühel Tourism is taking a completely new approach to strategic destination development. After a comprehensive evaluation of the status quo with over 1,200 respondents, a common vision of the future was developed with the involvement of all those interested in the living space, i.e. locals, secondary locals, entrepreneurs and employees. This provides the framework for the evaluation and implementation of new projects. For the first time, the population decides directly on the future development of tourism.*

What is special about the result is that the interests of all were taken into account and that tourism development is no longer seen in isolation, but within the framework of the entire living space. The resulting five success patterns - Outdoor Active, Culinary Delights, Inspiring Networks, Workation and New Premium - are not a classic marketing measure, but a work assignment that is now being fulfilled in small groups by means of concrete project implementations.

### **Success pattern Culinary Delights**

From the mountain huts to the traditional inns and restaurants in the valley, the award-winning offerings range from down-to-earth home cooking to international haute cuisine. Even in the development of the new image of the future of Kitzbühel, on which around 70 Kitzbühel residents have been working together on a voluntary basis since last year, the theme of culinary delights continues to play a major role in shaping the Kitzbühel brand.

In addition to traditional dishes, Kitzbühel surprises with modern interpretations of Tyrolean delicacies as well as international and innovative, young cuisine. Locally, the high-quality culinary expertise of the Gamsstadt can be experienced by all in the form of markets and new event formats. These include, above all, PURA VIDA Kitzbühel in July and August as well as the two culinary concepts in the fall, KITZ Kulinarik and KITZ Kulinarik x Piemont, which Kitzbühel Tourism has newly developed together with the restaurateurs and the trade.

### **Objectives Culinary Delights**

The Culinary Delights working group is currently evaluating and concretizing new ideas and further developing existing formats. The aim is to create a high-quality and, if possible, regional offering.

Working group leader Jürgen Kleinhapfl is particularly committed to this area: "The goal is to further develop Kitzbühel in culinary terms. The focus here is above all on cohesion in the region, with the farmers, with us restaurateurs and hoteliers."

## Further steps

At the next joint meeting in early July, the teams will present the projects they have developed to each other. Step 3 will then be about the concrete implementation, for which the supervisory board of Kitzbühel Tourism has approved its own start-up budget for the coming years.

Everyone in the living space of Kitzbühel, Reith, Aurach and Jochberg is invited to participate in #wirsindKitzbüchel within the framework of the working groups. If you are interested, the team around project leader Bettina Wiedmayr will be happy to provide further information at [wirsind@kitzbuehel.com](mailto:wirsind@kitzbuehel.com).

All information about the branding process #wirsindKitzbüchel initiated by Kitzbuehel Tourism can be found under [marke.kitzbuehel.com](http://marke.kitzbuehel.com)

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