

#wirsindKitzbüchel| The five success patterns of the future image

The participants in the brand-building process are working at full speed on the jointly developed

image of the future. In a five-part track, the individual success patterns are presented, this time

"Outdoor Active"

24.06.2022 / 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 five success patterns that emerged - 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.

Outdoor Active success model

Whether it's 30 degrees plus or minus 15, whether the sun is shining or the sky is overcast, whether you're on the mountain or in the valley: doing sports in Kitzbühel is always attractive. Even in the development of Kitzbühel's new image of the future, on which around 70 Kitzbühelers have been working together on a voluntary basis since last year, exercise in an intact natural landscape continues to play a key role in shaping the Kitzbühel brand.

The aim is to service proven main activities such as skiing, golf or hiking in the usual way, while an increased focus on complementary topics such as cross-country skiing and running should form a high-quality overall offer. The working group, headed by Bergbahn AG Kitzbühel CEO Christian Wörister, is

also working on current trends such as biking.

Outdoor Active objectives

In the Outdoor Active working group, all ideas are currently being evaluated and fleshed out. The aim is to develop a high-quality offer in the great outdoors for everyone in the habitat.

Working group leader Mag. Christian Wörister is particularly committed to this area: "In the Outdoor Active working group, it is important to us to further develop the infrastructure and to create joint offers with the businesses that are as easy and simple to book as possible." 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 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 #wirsindKitzbühel within the framework of the working groups. If you are interested, the team around project manager Bettina Wiedmayr is available at wirsind@kitzbuehel.com for further information. All information to the mark formation process initiated by Kitzbuehel tourism #wirsindKitzbühel finds you under mark.kitzbuehel.com

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