

## Terms and Conditions – 24h Sports Challenge

### 1. Organiser

The “24h Sports Challenge” is organised by Kitzbühel Tourism (hereinafter referred to as the “Organiser”).

### 2. Participation period

The challenge takes place from 1 September to 30 September, 12 midnight. Participation is only possible within this period.

### 3. Eligibility

All natural persons aged 18 and over are eligible to participate. Participation is free of charge and independent of the purchase of goods or services.

### 4. Challenge procedure

- The goal is to engage in as many different sports as possible within 24 hours.
- Each sport must be actively practised for at least 20 minutes.
- In gyms, a maximum of 3 different sports can be counted.
- Each activity must be tracked and clearly documented via a smartwatch or fitness/tracking app (e.g., Strava, Garmin, Apple Health, Komoot, etc.).
- Activities must be recorded as separate sessions and must include information on date, time, duration, and type of sport.

### 5. Participation and submission

- Participation is completed by:  
Submitting proof of activities (e.g., link to a Strava profile or upload of screenshots) via the participation form on our landing page: <https://www.kitzbuehel.com/en/24h-kitzbuehel-challenge/>

### 6. Publication of activities

- By participating, the participant expressly agrees that:
  - the submitted activity data (tracking links, screenshots, number of sports, duration) as well as
  - their name or username

- where applicable, the submitted social media post  
  
may be published on the challenge landing page, in social media posts, and in related communications.
- No health-related or sensitive data beyond the type of activities, duration, and tracking visualisation will be published.
- Publication will take place solely within the context of reporting and documenting the challenge.

## 7. Evaluation and prizes

- The person with the highest number of clearly documented sports within 24 hours wins.
- In the event of a tie, a jury or a random draw will decide.
- Winners will be notified by email or direct message no later than 15 October 2025.

### Prizes:

1. prize: 2 nights for two people at Das Reisch
2. prize: Day spa for two people at Bichlhof
3. prize: 3-course hike for two people

Prize for the participant who tags @kitzbuehel\_tirol most actively on social media: Day spa for two people at Schlosshotel Kitzbühel.

## 8. Data protection

### *Data collection*

The following personal data will be collected for participation:

- First and last name or username
- Email address
- Proof of tracking (links, screenshots)
- Social media posts with hashtag

This data will be used exclusively for conducting and managing the challenge.

**Data processing and publication**

By participating, the participant agrees that the submitted data may be processed and publicly published within the context of the challenge (see point 6).

**Retention period**

The data will be stored until [e.g., 30 days] after the end of the challenge and will then be deleted, unless a legal obligation to retain it exists.

**Rights of participants**

Participants have the right at any time to:

- Obtain information about the stored data
- Correct inaccurate data
- Request deletion of their data (where permissible)
- Restrict processing
- Object to processing

Enquiries should be sent to: [datenschutz@kitzbuehel.com](mailto:datenschutz@kitzbuehel.com)

Further information: <https://www.kitzbuehel.com/en/privacy-policy/>

**9. Disclaimer**

Participation is at the participant's own risk. The organiser accepts no liability for health-related damage, accidents, or other risks arising in connection with the challenge. Please do not exceed your physical limits and, if necessary, consult a doctor.

**10. Exclusion from participation**

The organiser reserves the right to exclude participants from the challenge in the event of suspected fraud (e.g., manipulated data, false information).

**11. Legal recourse**

Legal recourse is excluded. There is no entitlement to participate or to win.

**12. Contact**

Questions about the challenge?

Write to us at: [info@kitzbuehel.com](mailto:info@kitzbuehel.com)