

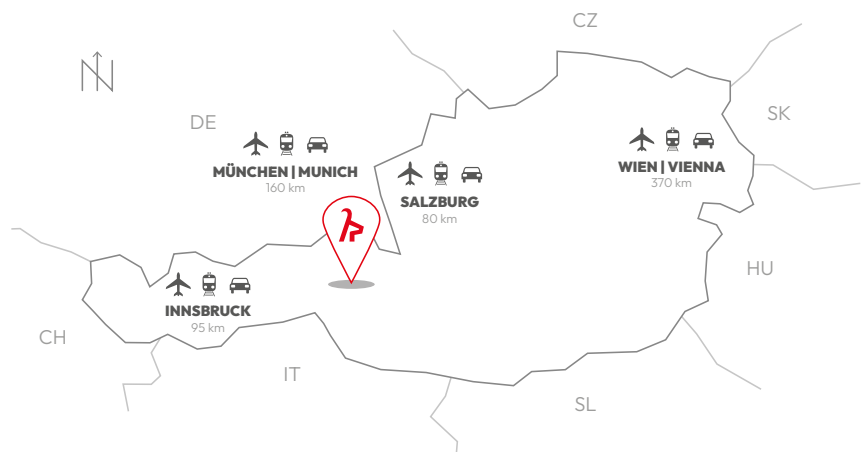
KITZBÜHEL

Kitzbühel is a destination in the heart of Tirol, framed by several mountains like the Kitzbüheler Horn, the Südberge and the famous Hahnenkamm. The most legendary city of sports in the Alps and the neighbouring villages of Reith, Aurach and Jochberg inspire visitors 365 days a year. The grass-covered mountains around Kitzbühel range from 800 to 2,000 metres above sea level and are a wonderful place to spend an unforgettable holiday in summer and winter alike. Kitzbühel is a member of „Best of the Alps“ and therefore one of the most famous and exclusive holiday destinations in the Alps.

	Kitzbühel	Reith	Aurach	Jochberg	Region
Inhabitants	8,289	1,785	1,128	1,567	12,769
Leisure Residences	1,073	225	86	196	1,580
Mandatory members	1,949	258	173	268	2,648

DIRECTIONS

Kitzbühel is known for its perfect location, easy accessibility and compact city centre. Thanks to its three train stations, easy connections to local airports and efficient public transport system, the heart of the Alps is never far away.



WINTER FAIRYTALE

The most legendary city of sports in the Alps with 130 years of successful skiing history - Kitzbühel and its villages of Reith, Aurach and Jochberg are known worldwide as a winter holiday destination with tradition and extraordinary charm. Kitzbühel, as a pure wintersports destination, is known for being easy to reach, skiing from November till after Easter, a wide range of sporting activities, unique events such as the famous Hahnenkamm Races and the highest level of comfort.



Subject to change.

SUMMER RETREAT

Anyone who only knows Kitzbühel and the charming villages of Reith, Aurach, and Jochberg in winter has yet to discover so much more of the region's unique charm. The city has always appealed to visitors wanting to enjoy a relaxing summer freshness in the heart of the majestic Alps. A particular feature of a holiday here is the distinctive combination of time for rest and relaxation with activity, because even in summer, there is a strong focus on sports with hiking, biking, and golfing providing endless opportunities for exploration.



ACCOMMODATIONS

The region of Kitzbühel is home to 506 accommodation businesses, including 42 hotels, 392 apartments and 45 private establishments. In total there are 49 farm rent accommodations. The destination has a total of 9,494 guest beds (incl. extra beds) and 50 camping pitches. Just over 46 % of the total capacity is assigned to premium hotel businesses.

ACCOMMODATION PER 31.10.2025	KITZBÜHEL		REITH		AURACH		JOCHBERG	
	Businesses	Beds	Businesses	Beds	Businesses	Beds	Businesses	Beds
5* 5* superior establishments	4	799	1	78	0	0	1	350
4* superior establishments	6	1,167	0	0	0	0	0	0
4* establishments	11	1,189	1	200	0	0	1	70
3* establishments	15	530	3	166	4	277	2	50
1/2* establishments	9	181	1	28	2	159	2	34
Apartments/holiday homes	119	1,089	33	321	15	135	31	311
Private accommodation not on a farm	9	47	5	25	2	12	10	50
Private accommodation on a farm	10	67	4	32	1	10	4	28
Health retreats	1	5	0	0	0	0	0	0
Youth hotels/ -guest houses	1	12	0	0	0	0	0	0
Managed mountain huts	2	39	0	0	1	10	1	64
Apartments/holiday homes not on a farm	103	466	21	71	12	44	28	148
Apartments/holiday homes on a farm	13	78	8	47	2	9	7	36
Total	303	5,669	77	968	39	606	87	1,141

ACCOMMODATION STATISTICS

SEASON	OVERNIGHT STAYS	ARRIVALS	Ø LENGTH OF STAY
Winter 2023 24	530,393	140,114	3.8
Summer 2024	430,957	139,250	3.1
Winter 2024 25	544,718	146,123	3.7
Summer 2025	449,548	143,770	3.1

MARKET SHARE | OVERNIGHT STAYS

WINTER 2023 24		SUMMER 2024		WINTER 2024 25		SUMMER 2025	
DE	38.3 %	DE	51.2 %	DE	38.1 %	DE	50.4 %
AT	15.9 %	AT	20.0 %	AT	16.0 %	AT	19.7 %
UK	8.7 %	UK	3.6 %	UK	7.6 %	UK	3.7 %
NL	5.0 %	NL	2.7 %	NL	4.9 %	NL	2.6 %
USA	4.7 %	USA	1.6 %	USA	5.3 %	USA	1.9 %
CH FL	2.5 %	CH FL	4.2 %	CH FL	2.4 %	CH FL	4.3 %

Subjetct to change.

