



Kitzbühel Tourismus

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## Feel Kitzbühel, Experience Kitzbühel!

**Shaped by the mountains, its zest for sport and the pursuit of the extraordinary – Kitzbühel is a synonym for passion, one that gives rise to an unmistakable way of life. The most legendary city of sports in the Alps has heaps of appeal across the seasons.**

**The legend lives on.** Whatever the season, Kitzbühel is steeped in its own inimitable style, with an effortless blend of tradition, folklore and spine-tingling scenery. Majestic mountain landscapes such as the Wilder Kaiser, the Kitzbüheler Horn and the Hahnenkamm characterise the vast landscape, where the name Kitzbühel has always represented Sport and Lifestyle. The charming synergy of these supposed opposites is the proverbial essence of Kitzbühel – a city of self-assured diversity.

**Summer thrills in Kitzbühel.** An inimitable combination of sporting activities and the essential pleasures of rest and relaxation. Summer's spent in the heart of the Alps are not only defined by sporting tradition, but by the unique attitude towards life. As a year-round destination, this endearing ambience makes Kitzbühel the most congenial of hosts. A plethora of mountains, meadows and lakes coupled with culinary diversity, exclusive shops and a wealth of leisure and recreational activities – this is summer in Kitzbühel.

**The magic of hiking.** Kitzbühel has a proven track record as a true hiker's paradise. Nestled between the Hahnenkamm and the Kitzbüheler Horn lies a veritable feast of hiking opportunities – with over 1,000 km of well signposted hiking trails. Whether in and around Kitzbühel, along the banks of the streams or traversing the native grass mountains, unforgettable views await. Imagine exploring the alpine meadows at over 2,000 meters with the majestic mountain backdrop of the craggy peaks of Wilder Kaiser – a truly memorable hiking experience. And not forgetting runners and Nordic walkers, who can pursue their own Kitzbühel adventure from a network of 23 routes covering over 170km.

**Golfer's paradise in the heart of the Alps.** With four golf courses and the unmistakable backdrop of Kitzbühel, a warm welcome awaits both golf professionals and aspiring golfers alike. Kitzbühel has a long-standing golfing tradition, having opened its first course in 1955. The Kitzbühel Golfcard allows you to play on greens against the breathtaking backdrop of an Alpine vista. It could be the 18-hole courses at Kitzbühel-Schwarzsee-Reith Golf Club or Eichenheim Golf Club, or the 9-hole courses at Kitzbühel Golf Club or making use of the facilities at Golf and Country Club Rasmushof – your perfect tee spot awaits. The Kitzbühel Golf School and Golf Academies offer exceptional courses for both newcomers and seasoned golfers alike, to get that swing perfected! Why not kick off the legendary Kitzbühel Golf Circuit at Kitzbühel-Schwarzsee-Reith Golf Club – Austria's Best Golf Course 2016? The Kitzbühel Golf Circuit is the "crème de la crème" of Alpine golf, so a must for all discerning players.

**Around we go.** Endless possibilities await cycling enthusiasts both in and around Kitzbühel to explore the region on two wheels. Experienced road bike enthusiasts may like to tackle what is known as the „crowning stage“ of the Tour of Austria - the ascent to the Kitzbüheler Horn.

The Legend.

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Daredevils can enjoy an adrenaline charged downhill sprint, while pleasure cyclists follow a cathartic ride through one of Europe's most beautiful settings. Kitzbühel offers a well-established and diverse cycle network, with 1,200 km of routes incorporating 18,000 metres in altitude difference. Mountain bikers can look forward to 800 kilometres of designated routes and a wide choice of trails. With E-bikes also available, pleasure seeking cyclists have no end of comprehensive bike paths open to them to explore the exquisite scenery along the largest connected e-bike road net in Europe.

**Pleasure and leisure.** Kitzbühel – a blend of customary Tyrolean hospitality and a most distinctive urban vibe. Where pleasure knows no boundaries! Kitzbühel's diverse culinary delights range from "Toque" award-winning restaurants to the traditional rustic Tyrolean Taverns. The historic Old Town offers a wealth of exclusive boutique shopping, together with countless spa offers and wellness packages. Kitzbühel has enough to impress even the most widely of travelled guests, not least with its impressive array of 5 and 4 star hotels, and its easy accessibility.

**The unmistakable stage.** Kitzbühel offers a particularly unique ambience in summer for numerous international highlights. Variety is the key and focus to the Kitzbühel summer of 2018. Culture and lifestyle, in addition to sport, are at its epi-centre. No matter if it's the football enthusiasts at the 21st International Cordial Cup, the International sporting elite competing in the 23rd KitzAlpBike Mountainbike Festival, the 16th Kitzbühel Golf Festival, pedal-pushers at the 70th Tour of Austria tackling the „crowning stage“ in the ascent to the Kitzbüheler Horn, or the stars of the international tennis scene at the 74th Kitzbühel Generali Open - Kitzbühel puts them all in the spotlight and provides visitors with a truly unique spectacle. Kitzbühel also offers culture greats such as Classics in the Alps with Elina Garanca, or Andreas Gabalier performing at the 5th Kitzbühel Music Festival. Annual crowd pullers include the 31st Kitzbühel Alpine Rallye, the Street Food Market and the Annual Fair of Kitzbühel Town found in the historic city centre - now in its 94th year.

**Feel Kitzbühel, Experience Kitzbühel!** Mountains inspire adventures that beg to be experienced! Walking, hiking or running, cycling and mountain biking, golfing, swimming, feeling nature's inherent rhythmic beat, or simply enjoying the diversity of historic town – Kitzbühel's pure lust for life is palpable, fused with extraordinary mountain vistas and incredible (natural) experiences.

Comprehensive information on Kitzbühel can be found on [press.kitzbuehel.com](http://press.kitzbuehel.com)

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