



Kitzbühel Tourismus

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KITZBÜHEL: Facts and figures.

LOCATION: In the Kitzbühel Alps, conveniently situated for excursions to Innsbruck (95 km) Salzburg (80 km) and Munich (125 km).
ALTITUDE: 800 to 2,000 m

Size	Kitzbühel	Reith	Aurach	Jochberg	Total
Population	8.337	1.683	1.145	1.575	12.740

ACCOMMODATIONS:

Kitzbühel disposes of 8,103 beds (excluding 1,261 additional beds), of which 43 % belong to the 4*, 4* Superior, 5* and 5* superior category.

Type of Accomodation	Kitzbühel		Reith		Aurach		Jochberg	
	No. of facilities	Beds	No. of facilities	Beds	No. of facilities	Beds	No. of facilities	Beds
5* Superior hotels	0	0	0	0	0	0	1	350
5* hotels	4	802	0	0	0	0	0	0
4* Superior hotels	5	810	0	0	0	0	0	0
4* hotels	18	1.519	2	250	0	0	2	119
3* hotels	19	613	4	247	5	239	2	55
2* hotels	16	435	1	36	2	160	4	38
Holiday appartement / house	29	526	9	167	2	26	4	65
Private accomodation (not a farm)	28	161	7	31	6	40	17	120
Private accomodation on a farm	13	102	7	57	6	36	7	41
Serviced mountain hut	4	67	0	0	1	10	1	64
Holiday appartement (not on a farm)	122	616	30	142	15	71	38	214
Holiday appartement on a farm	10	63	7	38	4	19	7	28
Other accomodation	5	193	0	0	0	0	0	0
Total	273	5.907	67	968	41	601	83	1.094
Camp site with 50 pitches (1 pitch equals 4 beds)								
Kitzbühel region: 464 places to stay and 8.570 beds (excluding 1.312 additional)								

OVERNIGHT STAYS.

ARRIVALS:

Ø duration of stay:

Winter 2016 | 2017
Summer 2017

640,386
534.999

167,964
160.664

3,8
3,3

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MARKET SHARE (overnight stays):

Winter 16 | 17:

D	40,54 %
A	16,39 %
GB	10,47 %
CH FL	3,28 %
NL	4,16 %

Summer 17:

D	49,09 %
A	17,87 %
GB	8,32 %
CH FL	5,92 %
ITA	2,53 %

CONFERENCES:

Kitzbühel's outstanding geographical location offers highest convenience when it comes to climate and reachability, offering excellent conditions for conferences and events of any type

<https://www.kitzbuehel.com/en/meetings/mice-kitzbuehel>.

Video - Kitzbühel, your perfect conference venue: <https://vimeo.com/214144354>.

K3 KitzKongress in the heart of Kitzbühel: situated directly opposite the Hahnenkammbahn cable car, the K3 KitzKongress is a 1,759 square metre convention centre comprising of 10 function rooms - the ideal setting for top-class conferences and premium events with a professional all-round service <http://www.kitzkongress.at/en/>.

KITZBÜHEL 365:

- Kitzbühel = **Winterfun** – „Austria's best Ski Resort 2016“ and „World's Best Ski Resort 2013-2016“ (Ski resorts.de) is the first non-glacier region that opens doors ready for skiing pleasure already in October. With more than 191 skinig days, one can enjoy perfect skiing conditions until the first of May.
- Kitzbühel = **Golf** – the 4 golf courses located in Kitzbühel are a well known secret among golf lovers 189 days a year.
- Kitzbühel = **Hiking** – all year round, hiking in Kitzbühel is worth a visit. Endless trails for every ability level offers beginners, as well as hiking experts, numerous possibilities to conquer the Kitzbühel Alps.
- Kitzbühel = **Indulgence** - When it comes to food, every taste is catered for in Kitzbühel – from local dishes to haute cuisine - awarded a total of 12 toques.
- Kitzbühel = **Lifestyle** - guests can find an urban flair in the streets of the 700-year-old historic centre and go on long shopping sprees at the boutiques of international labels and world-famous local designers.

EXCURSIONS:

Museums:

Kitzbühel Museum, Farmhouse Museum, Mining and Local History Museum in Jochberg, branch of the "Vorderkünstler" museum in Jochberg

Miners:

"Kupferplatte" tourist mine in Jochberg

Garden of Alpine Flowers:

Since 1985 on Kitzbüheler Horn with over 300 plant species

Aurach Wildlife Park:

Tyrol's largest open-air enclosure houses some 200 animals.

Bathing:

Aquarena Kitzbühel, Lakes for bathing: "Schwarzsee" and Gieringer Weiher, heated forest swimming pool with revitalised water (Grander water) in Jochberg.

Kitzbühel



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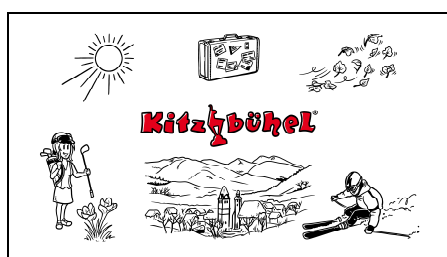
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EVENTS:

For details of the main events, see: <https://www.kitzbuehel.com/en/events-lifestyle/top-events>.

DIRECTIONS:

Getting to Kitzbühel could not be simpler – it is extremely centrally located and can easily be reached by train, car or plane at any time of the year – „Don´t dream it, book it.“



<https://vimeo.com/191779406>

By air	By rail	By car
Kitzbühel can be reached in just one hour 15 minutes by car from Munich. Airport shuttles are provided for guests from Munich, Salzburg and Innsbruck. Munich airport: 125 km, www.munich-airport.de Salzburg airport: 80 km, www.salzburg-airport.com Innsbruck airport: 95 km, www.innsbruck-airport.com	Major international train connections stop at Kitzbühel international station. See www.oebb.at for timetables Snow express available in winter from Salzburg airport, for bookings go to www.salzburg-airport.com	From Innsbruck: Motorway A12 until “Wörgl-Ost”, 30 km main road to Kitzbühel. From Munich: Motorway A12 until “Kufstein-Süd”, 26 km main road to Kitzbühel.