

bri^xental

MAGAZINE



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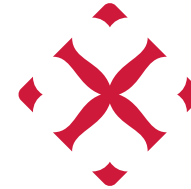
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Experience the real thing...

Beautiful pictures of hikers against stunning mountain backdrops, skiers on perfectly prepared slopes – interchangeable images typical of the brochures for many holiday destinations.

But what makes Brixental Valley in the Kitzbühel Alps any different from other regions? What makes it so special? Can pictures really say more than a thousand words? Or is it the stories that are inspiring and touching? We think it's the combination of stories and pictures, and are therefore glad to present to you the first issue of BRIXENTAL magazine. A great deal of information can be found in the pages that follow, which also contain many stories about people and their experiences. **Brixental Valley – simply authentic.**

Naturally, this issue in no way tells all that can be told – so we are already busy researching new tales and topics for the next issue. We would love to receive feedback from you, because suggestions lead to improvements and praise encourages us in our actions.

We wish you pleasant reading and lots of fun with the new BRIXENTAL magazine!

Your tourism association
Kitzbühel Alps – Brixental Valley

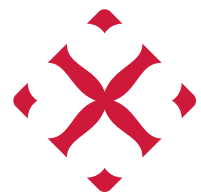
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Free^{as} a bird

For the sunrise trip, the balloons lift up into the heavens at the crack of dawn. But getting up early is a small price to pay for a bird's eye view of the sun rising over the mountain peaks.

SOARING ABOVE BRIXENTAL VALLEY IN A HOT AIR BALLOON

They are suspended in the air like Christmas tree decorations. Or like bright, colourful soap bubbles.

Blown by the wind, they drift across the sky to provide a majestic sight which awakens in us a childlike awe: So free, so detached from all earthly things, how wonderful that is! And even if you would personally rather remain on the ground – you won't be able to escape the yearning for this kind of freedom!



Various competitions add to spectators' excitement during the Balloon Cup: The balloon rides start daily at 8:00 am and 5:00 pm.

AN AUTUMN HIGHLIGHT:

The Libro Balloon Cup

There is only one topic of discussion in Kirchberg in September – and that is nothing but hot air.

Because that's exactly what participants in the Libro Balloon Cup need if they wish to ascend into the blue autumn sky in their colourful hot air balloons. More than 30 teams from six countries come together to compete high above the towns of Kirchberg, Brixen, and Westendorf while transforming the heavens into a colourful sea of balloons. These typically joyful displays of colour have quite literally become part of the September scenery here in Brixental Valley. Yet the most important thing is not who the winner is, but just the fact of taking part!

For spectators, the start of a balloon race is not an everyday event. A balloon laid out across the ground slowly fills with hot air. It slowly and unsteadily lifts itself gradually from the earth. Until it hovers freely at last, and pulls the basket up into the air as well. After

a while, it becomes a tiny dot in the sky – before disappearing altogether.

Ritual after the first trip: christening of the balloonist

Like all close-knit communities, balloonists in German-speaking countries maintain their own specialised jargon. "Glück ab, Gut Land!" (Good luck and happy landings!) they always say before lift-off. And those who refer to it as "Ballonfliegen" (flying balloons) are demonstrating an almost wanton ignorance to them – because in ballooning, it is referred to in German as "Fahren" (riding) and not "Fliegen" (flying).

People who have completed their first balloon ride are subsequently "christened". The ritual is akin to being knighted, except that those to be baptised do not feel the touch of a sword on their shoulders. Instead, they are asked to sacrifice a small tuft of hair, which is then burnt using a light-

er and, finally, extinguished using sparkling wine. However, taking a vow on bended knee also forms part of this ceremony: This involves promising to never again, come hell or high waters, utter the word "Ballonfliegen" unpunished (the penalty is a bottle of bubbly). One is also given a new balloonist name, thereby becoming part of a very special community.

Wherever the wind blows: Every destination is desirable

It is quiet up there. Only the hissing of the burner, the occasional bird and exclamations of amazement and wonder can be heard. The wind is used to navigate. Balloonists make use of different air currents at different altitudes to manoeuvre over mountains and through valleys. The destination is also determined by the wind – nobody can precisely tell where the balloon will go. It is precisely this going with the flow, this letting go of stress and ambition that makes

A sea of colour fills the autumn sky of Brixental Valley in September: a sight that warms the heart of even the most hardened spectator!

ballooning so fascinating: Just get in, lift off, look, and enjoy!

And many people do just that, not only those participating in a contest. Locals and guests also use the rides that are open to the public in the mornings and evenings to take advantage of the unique opportunity to get a bird's eye view of the autumn landscape with its rich colours and snowy peaks. To be on the same level as the Gaisberg and Wilder Kaiser peaks, with vast views of the side valleys of Brixental – if you miss out on this, you are missing out on an experience of a lifetime!

To be as free as a bird: hitching a special kind of ride

Have you ever gone on a balloon ride? At the Libro Balloon Cup, you will have the once-in-a-lifetime opportunity of booking a ride that is open to the public and getting a bird's eye view of the Kitzbühel Alps! After only a few minutes, the initial uneasiness soon gives way to feelings of joy and excitement. People who have been on balloon rides before want to experience that unique freedom again and again – not to mention the indescribable feeling of floating above mountain peaks and valleys. The autumn atmosphere helps ensure that balloon rides above Brixental Valley are unforgettable experiences.





Magical glowing In the sky: the night of the balloons.

One day of the week during the Libro Balloon Cup is reserved for something very special. Or rather: one night. For this event, many spectators come to Kirchberg and patiently wait for night to fall. Because a fascinating scene awaits against the dark backdrop of Brixental Valley.

A large number of balloons rise up on the starting field and light up like giant colourful lanterns when all balloon pilots simultaneously fire away at their gas burners. The soundtrack to this dance of lights is provided by a musical "sound cloud". The giant balloons fabulously light up the scene to the rhythm of the music.

Should you be planning a holiday to Brixental Valley during this time, be sure to witness this event and experience the magic of the glowing balloons – you will never forget this magical night!





The Antlassritt horse procession takes place every year on Corpus Christi. The sounds of bells and local musical ensembles accompany the traditionally dressed riders and their festively decorated horses.

THE BRIXENTAL VALLEY ANTLASSRITT HORSE PROCESSION

All the joys of the world perched on horseback.

Festively dressed riders, beautifully decorated horses, the clattering of hooves and the ceremonial sounding of bells – that is what awaits at the Brixental Valley Antlassritt procession, which takes place every year on the day of the Feast of Corpus Christi. Locals and visitors are greatly entertained by the procession, in which about 80 riders from Brixen, Kirchberg and Westendorf take part.

In Brixental Valley, the traditions were not only born yesterday: The Antlassritt procession has been held for over 300 years – so long, in fact, that nobody really knows when it first began. The mists of the past have also swallowed up the actual reason for the procession; probably the procession originated as a way of asking for blessings for a good harvest. “Antlass” is another word for “Ablass”, which is a German word meaning religious indulgence, the reduction of penance for committed sins. The Antlassritt procession is taken very seriously; consequently, it is held no matter the weather – and only cancelled if there are real natural disasters such as floods.

Rosaries and fixed rules

The procession starts at the church in Brixen on Corpus Christi and follows the main road to Kirchberg until it reaches the chapel in Klausen, and then returns. In doing so, the riders need to remain in a specific order: The flagbearers ride in pairs at the front, followed by other riders from Kirchberg. Behind these are the flagbearers from Brixen, and only then does

one find the priests, who bless the spectators lining the streets as they ride past, while the riders say their Rosaries out loud. Riders from Westendorf bring up the rear, while the entire train is accompanied at different sections by the musical ensembles from the three towns. After a sermon in front of the chapel in Klausen and a short break, the Antlassritt procession takes the same way back to the church in Brixen.

The tradition of the Antlassritt procession has been practiced in Brixental Valley for over three centuries. Motorists need to bear in mind that the main road between Kitzbühel and Brixen im Thale is closed for traffic from 12:00 noon until 4:00 pm.





GETTING UP AT THE CRACK OF DAWN:

For breakfast on the mountain

When you see the first rays of sunshine light up the peaks of Brixental Valley, then you know that it was worth getting up early – and after this unique experience, you are rewarded with a delicious breakfast among the alpine meadows.

The more than 60 lodges in Brixental Valley and in the Hohe Salve, Wilder Kaiser and Kufsteinerland areas offer many homemade items on their menus, ranging from farmhouse bread with freshly-made butter and aromatic herbal spreads to homemade

produce or regional products. So it is not unusual for the eggs on the breakfast table to have been laid less than two hours ago! Every alpine lodge has its own small secret way of pampering its guests; every alpine pasture has its own little surprise. But all maintain the highest level of quality and offer a wide range of locally produced delicacies.

How you get to the lodges is totally up to you! You can make use of the convenient local cable cars to ride up the mountains – or you can choose to have an active



jam, tasty cheese, and bacon. Add to this some fresh eggs and the indescribable feeling of being sun-kissed in the early hours of the morning and there you have it – a perfect breakfast in the mountains!

Besides the fact that having breakfast in the Alps is not an everyday occurrence, it is the combination of good food, a fantastic view of the mountains, warm rays of sunshine, and a unique kind of peace and quiet that is typical of mountainous regions especially during the first few hours of the day that makes an alpine breakfast so very special.

And the hosts of the Brixental Valley mountain lodges do their utmost to please: Only the very best ingredients make it onto the breakfast table – usually local

start to the day and hike to your preferred breakfast destination. One thing is certain: The earlier you are on the mountain, the longer you have it to yourself and the more you can relax and enjoy your breakfast! Guten Appetit!

SPREAD THE JOY!

“Frühstück am Berg” vouchers can be redeemed for an alpine breakfast in several regions – and are a great gift idea for anyone wanting to spread the joy.



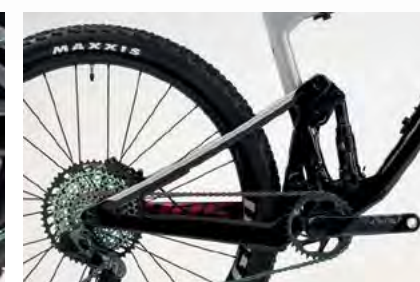
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A SEA OF BRIGHT BLOSSOMS:

The Kirchberg flower parade

If, in the middle of town, you are suddenly surrounded by all kinds of mythical creatures, animals and characters from comics, and if these are made of thousands and tens of thousands of flowers which are pleasing to the eye thanks to their vast array of colours – then you are in the middle of the Kirchberger Blumencorso. This spectacle consisting of all colours of the rainbow delights adults and children alike; and should you happen to be in the area on Assumption Day, then don't miss out on this colourful event.



More than 500,000 flowers are incorporated in beautiful works of art at the Kirchberger Blumencorso. A truly mind-boggling figure!



Every year on 15 August, Kirchberg is transformed into a sea of flowers. The participants in the flower parade compete for the most original theme and the most beautiful float.

More than thirty brightly decorated entries take part in the Kirchberg flower parade on 15 August every year – from lovingly maintained vintage cars to tractors with trailers. The beautiful floats made of flowers pass by one after the other. Each is a work of art in its own right – and the result of great imagination, creativity, and a lot of patience.

The colourful parade is one of the highlights of the summer season – and this comes as no surprise given that the spectators lining the streets may be somewhat astounded when they suddenly encounter a unicorn, a gigantic snowman or a yeti. Even pyramids, the Russian Kremlin and the Taj Mahal have been seen in Kirchberg, and between these were cartoon characters, fairy-tale figures, a decorated alpine cow, a huge toadstool, and many more creations. Traditional themes and topics from everyday life are also often represented and recreated lovingly.

Countless hours of work – and half a million flowers

How are these huge colourful works of art actually made? This question will most certainly be on the minds of some spectators as they marvel at the passing parade. The answer is

quite simple – it involves innumerable diligent skilled hands and many volunteers who attach sunflowers, dahlias, gladiolas, daisies, and other flowers to Styrofoam shapes. Yet although it sounds simple, it requires a lot of expertise, skill, and above all experience to achieve such perfect results. But what is needed most are tons of flowers: An astounding 500,000 blossoms and more are required so that the Kirchberger Blumencorso becomes a festival of colours and shapes which delights locals and visitors alike.





It all started more than 30 years ago. In those days, the flower parade was only a small event: A hotelier and some of his friends had the idea to stage it, and they initially did so with only a few cars – decorated with local blossoms. A few years later, Styrofoam was used to create the floats for the first time, and flowers were brought in from Holland – because the number of flowers needed was greater than could be found in the whole of Brixental Valley. The flower parade has become a permanent part of the Kirchberg festival calendar since then; and the number of vehicles and floats, the number of themes and, of course, the number of flowers, grows every year.

Bright colours are the credo – not only for the flowers

The festival starts with traditional morning drinks; and after the parade in the afternoon, various bands create lovely vibes at the summer evening party in the centre of town. Local hosts and hoteliers ensure that there is enough food and drink for everyone – with ample wine, beer, and all sorts of regional delicacies, ranging from fresh alpine cheese to dry cured bacon, roast meat with potatoes, and wonderfully fluffy shredded pancakes. And there is a special programme for children throughout the day so that these younger spectators do not miss out on anything and their day is also unforgettable.



Luckily, no winners are chosen at the Kirchberg flower parade, and so there is no panel of judges: because they would have a blooming hard time deciding which float is the prettiest!

THE “ROADMAP” FOR THE FLOWER PARADE

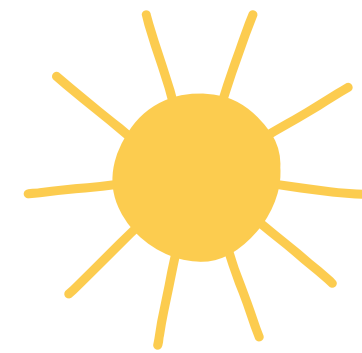
The festival kicks off at 11:00 am with morning drinks and live music. The flower parade starts at 3:00 pm; after this, the summer night festival with live bands is opened at 5:00 pm. There is a special full-day programme for children to ensure that they do not get bored for a minute.





Riesenwelt

in Hochbrixen



Around the idyllic Lake Filzalmsee at 1,300 m above sea level, a unique opportunity for loads of fun for both old and young is only a short walk along the gravel road from the summit station of the Hochbrixen cableway. Children can play to their hearts' delight in the giant sandpit and in the water playground. Another highlight is the water giant – which you can cause to rise up above Lake Filzalmsee by means of a pedal pump. Feet are given a well-ness treatment in the moor wading pool and on the massage surface, and the soles of the feet can experience various materials along the barefoot path. You can also learn some interesting facts about the moor in the showcase. Weary hikers can relax and recharge their batteries on giant loungers around the lake while enjoying the magnificent view.

The Riesenweg, the path of giants, leads from Lake Filzalmsee in the direction of Filzalm. At the fork in the path, you can marvel at the giant eye and perform all sorts of experiments. At the Frankalm alpine meadow, there is a giant moveable hand and a touch test. Passing the giant xylophone, you reach the crossroad leading to the Silleralm alpine pasture, where you can view the stomach of the giant cow to see where the food goes. On the way back, young and old hikers will find a giant comb and a stream playground that features a water wheel.

You can begin the 60 minute “Riesenwald” round trip through the forest either directly from the summit

station of the Brixen cableway, or at the path junction on the northern side of Lake Filzalmsee. Here, you will find all kinds of interesting facts on the topic of forests. There is a Kneipp pool for children as well as a balancing course, a giant tree see-saw, and much more. At Genussplatz, pleasure-seeking hikers can enjoy the view on comfortable sun loungers, while old and young hikers can test their knowledge in a forest quiz.

Three lakes, an alpine forest, and a summit panorama – all of this can be experienced during the giant Riesen-Seen hike around the lakes that takes about 2.5 hours. The path leads from Lake Filzalmsee up onto the Kälberalm alpine meadow and past the Jordan chapel, where – according to popular belief – there is a healing spring. At Lake Kälbersalvensee, you can enjoy panoramic views of Brixental Valley and the ice-capped peaks of the Hohe Tauern. The Hohe Salve reservoir is situated somewhat below this, embedded in quiet mountain forests. From here, the path leads to the mid-station of Salvenbahn I Hopfgarten, which comfortably takes you up onto the peak of the Hohe Salve. The breathtaking view from the top features more than 70 three-thousanders. The journey continues by cableway to the mid-station and Söll, to the popular witches water (Hexenwasser), from where the Riesenweg path takes you back to Lake Filzalmsee.





Alpinolino Discovery park

In Westendorf's Alpinolino discovery park, the motto is "play, research, and discover"! It's all about having fun and interesting adventures with tricky and exciting riddles. The mountains can be experienced in a unique way at the various informative stations. Alpinolino guide Schlauberger and Bert the Eagle accompany the children on this adventure path. The discovery park consists of three sections: the 1.5 km circular Himmelsteig stairway-to-heaven trail on the Choralpe, the exciting Spoggolino ball track, and the Holzwurmweg woodworm path, which leads into the valley from the mid-station.

The Himmelsteig trail starts right next to the summit station of the Alpenrosenbahn cableway in Westendorf. During the roughly 60 minute long search for Marmota the Marmot, there are all kinds of interesting things to discover. The many riddles and stations

along the way will lead you up onto the Guggenkögelle: The cross on top stands at a proud 1,887 m above sea level, and conquering the summit promises determined hikers a unique view of the entire Brixental Valley below. After the descent, the fun Spoggolino ball track, which starts at Choralpe, takes you back to the cableway station with no effort at all.

The Holzwurmweg path takes about 90 minutes as it leads from the mid-station of the Alpenrosenbahn cableway past various mountain inns down to the valley station to Westendorf. The hike is dotted with exciting riddle stops – keep an eye open for these so as not to miss anything!



Spertentaler Kneipp water

Relaxation, health, and refreshment – that's what is provided by the Kneipp facility in Spertental Valley to the south of the village Aschau bei Kirchberg at the foot of the Großer Rettenstein with a superb view of the impressive mountain panorama of the Wilder Kaiser. Spertentaler Kneipp water is the ideal refreshment stop for hikers, mountain climbers, cyclists, mountain bikers, and sightseers. The facility offers a variety of products and services such as a traditional Kneipp basin, a fountain of fresh drinking water, general and targeted reflexology foot massages, as well as arm dipping basins and pools to improve circulation.



Right next to the Kneipp facility is a large playground with water features to entertain the little ones.



Secrets, fun, and adventures The Goasberg riddle tour for the whole family

Solving riddles, swinging up high on the giant swing, whizzing through the forest on exciting slides, climbing into the Geiß, and playfully learning all kinds of exciting things about the mountains, the forest, and its inhabitants? Simply take your children on the Goasberg riddle tour – a day filled with fun and adventure is guaranteed!

The journey is the reward. If this piece of wisdom applies to hiking trails as well, then most definitely to the 3.5 kilometre route from the upper station of the Gaisberg lift via the Obergaisberg inn down into the valley. During this lovely and not too challenging hike – which is suitable for children and takes only about 90 minutes – you dive into the varied and authentic mountain and forest landscapes of the Kitzbühel Alps.

Eight riddle stops about plants and animals along the way teach children interesting and fun facts about the local fauna and flora. In addition, four spectacular for-

est slides can be found on the way down, as well as a mountain lake, a new viewing platform with a bustling image showing the family-friendly attractions of Brixental Valley and a new slide. There is so much to experience here – and to remember and to tell others about in the evenings before going to bed!



The new starting point of the riddle tour is located at the summit station of the Gaisberg lift.

Box of riddles

For a small fee, you will receive a beautiful wooden box containing a book of riddles, pencils and a small surprise for your child at the Kirchberg tourist office and at the valley station of the Gaisberg lift. The questions can be answered at the various riddle stops; as a reward, the little riddle-solving geniuses will receive a certificate at one of the issuing stations.



Zooming in on the mountains



Mathäus Gartner has travelled the world as a photographer from his home base in Brixen im Thale. He started his career in his home town and that is where he likes to return again and again – to Brixental Valley and the Kitzbühel Alps.



People who succeed in transforming their hobbies into a career can count themselves truly fortunate. Mathäus Gartner did so: He has fulfilled his dream and earns a living through photography. But it wasn't planned that way at the beginning. *"Because I didn't quite succeed in making a career as a professional footballer,"* he grins, *"I carried the idea around with me of doing something in the hospitality industry one day, perhaps even running my own restaurant."* As a result of his marketing studies and various trips abroad, his focus increasingly shifted towards photography and the first assignments soon followed. He gradually built his career as a freelance photographer while still a student, and after completing his degree, he worked as a full-time photographer.

AROUND THE WORLD, CAMERA IN HAND

Mathäus' photographic skills are in high demand – he is commissioned for photo shoots in all corners of the globe. His recipe for success? *"The most important thing is to believe in what you do. When you are a freelancer, you need to motivate yourself and have ambition, while also trying out different things,"* he revealed. For Mathäus, another requirement is to be a team player, because he has to work with a lot of different people during his productions – whether they are models, assistants, other creatives or clients. *"Great projects only succeed as a team."* He also counts himself lucky that the people in his private life, including his girlfriend, family and everyone he spends a great deal of time with, all stand totally behind him in this challenging line of work.

SNAPSHOT IN PROGRESS!

So if one is an amateur photographer and enjoys being in the mountains and would like to follow a bit in

Mathäus' footsteps, what advice can he give to get that "perfect" shot of the mountains? *"I think that perfection is always relative, because people differ in what they find aesthetically pleasing. But in the case of taking pictures in the mountains and in nature, the outside environment plays a vital role,"* said Mathäus. Mornings and evenings or, more specifically, the so-called "blue hour" – the period shortly before sunrise and shortly after sunset – is the perfect time in which to take emotive pictures of the mountains. It is also essential to be well prepared in terms of the location. Mathäus likes to make use of telephoto lenses for mountain photography, because this literally opens up entirely new perspectives. Besides this, it is worth heading for the hills in less than perfect weather conditions as well, so as to capture atmospheric scenes of mists and



clouds. *"The result here are minimalistic photos, which are highly reduced – but more is often not required!"* said Mathäus.

PHOTOGRAPHY WITH ALL SENSES

As a local, Mathäus naturally enjoys being out and about in the Kitzbühel Alps. He has many favourite sites and favourite mountains. But he is especially fond of the side valleys of Brixental Valley – the Spertental and Windautal valleys. The deeper one navigates into a valley, the more authentic it gets. Besides this, they provide many opportunities such as ski touring in winter or mountain biking in summer. The landscape changes constantly in the course of the four seasons.

The Gampenkogel in Brixen is one of Mathäus' favourite mountains – it is basically his local mountain, and it features in many of his childhood memories. His second favourite is the Großer Rettenstein, which rises impressively from Spertental Valley. One experience he had there was particularly memorable: Shortly before Mathäus went to South America for six months during his studies in 2019, he and a group of friends embarked on a sunrise tour up the Großer Rettenstein. *"Those moments have really stayed with me. It showed me how lucky we are to live in the Brixental region. To be on one of the most beautiful peaks in the Kitzbühel Alps with friends at sunrise, discussing all kinds of things while enjoying freshly made coffee from our Bialletti: It doesn't take much to be happy."*

Whoever wants to snap these kinds of shots has to head up the slopes themselves, and needs to have a feeling for the mountains – for their magic but also for their ever-changing moods.

As sunlight shimmers through the clouds, the mountain pastures suddenly light up in bright green, while the alpine peaks on the horizon rise up above banks of mist.





Borussia Dortmund and Brixental Valley ... more than just a partnership

Brixental Valley – with the towns of Brixen, Kirchberg, and Westendorf – is a partner of Borussia Dortmund, one of the best teams in European football at the moment. The partnership between the Kitzbühel Alps-Brixental Valley tourism region and the BVB involves more than a mere sponsorship: Friendship, love of the game, and a passion for nature form the basis for a wonderful collaboration.

The Kitzbühel Alps-Brixental Valley Tourism Association and Borussia Dortmund first started collaborating back in 2012. Over the years, what was initially just a partnership evolved into true friendship. Numerous black-and-yellow activities in the Brixental region attest to this fact. In return, Brixental Valley is also represented at Borussia's home games at Signal Iduna Park, the home stadium of the BVB, in Dortmund.

BLACK-AND-YELLOW FOOTBALL IN BRIXENTAL VALLEY

The BVB spends every summer at their training camp in Brixental Valley. The men's U23 and women's BVB teams make use of the mountain climate and excellent conditions in the Kitzbühel Alps for their training sessions.

Borussia Dortmund is well-known for its particularly loyal fans. These

are given the opportunity of showing off their prowess on the green grass in Brixental Valley during the annual BVB fan club tournament.



Besides pitting their skills against one another in a friendly manner, the winning team can also look forward to fantastic prizes.

Children are also catered for: at the BVB Evonik football academy, for instance, where enthusiastic young football players can participate in a week-long professional training programme. And while they are honing their football skills, competing against each other on the field and having fun among like-minded athletes, Brixental Valley presents itself in the best possible way by staging a programme for the other family members with many different events. The BVB summer tour kicks off the football academy with a great range of activities at different stations for both young and old.



At the BVB Evonik football academy, young football players can enjoy a professional week-long training programme in Brixental Valley.

The six-day DeutschlandRUSH cycle race sees ambitious participants ride their racing bikes from Signal Iduna Park to Brixental, which they reach after 909 kilometres of distance and 11,000 metres of elevation gain.

THE BRIXENTAL VALLEY LODGE TENT: TYROLEAN ALPINE FLAIR AT SIGNAL IDUNA PARK

Two to four times per football season, Brixental Valley offers Tyrolean lodge atmosphere during big Borussia Dortmund matches at the BVB home stadium. The lodge tent that is set up for these occasions has enough space to hold 500 people, who can enjoy typical Tyrolean live music and regional delicacies such as kaiserschmarren shredded pancakes and cheese spätzle freshly prepared by cooks from Brixental Valley – it's like bringing the Tyrolean Alps to your doorstep!



Children with a love of the game are right in their element here, where they can learn from professionals together with like-minded youngsters while enjoying the fresh mountain air!



Great game!

THE KITZBÜHEL ALPS
WESTENDORF GOLF COURSE

GOLFING IN NATURE

The golf course was carefully integrated into the existing Aunerwald, making it one of the only forest courses in Tyrol. Breathtaking views into Inntal Valley and the nearby natural wonder Windautal Valley transform golfing into a real adventure in nature. Protected to the north by the impressive Hohe Salve, the flat, easily accessible course offers a fantastic panorama of the Tyrolean mountains, besides the challenge of the sport itself.



In the midst of the amazing natural landscape of the Kitzbühel Alps lies an absolute treasure, which has quickly become an insider favourite: The 18-hole golf course situated on a lovely sunny plateau in Westendorf impresses not only due to its very peaceful location, but also thanks to its Scandinavian flair. This wonderful course should definitely be on every golfer's bucket list!

The region's youngest golf course boasts a total length of 5,882 metres (Par 72) and is unique in several ways. Integrated in 64 hectares of natural landscape with a great deal of care, it received a Four Star

Superior Award from the Federal Association of Golf Courses in 2015. The 18-hole golf course in Westendorf was crowned as the golf course of the year by Golf in Austria in 2021 – and simultaneously accepted into the circle of Leading Golf Courses in Austria.

WOW! A PHONE BOOTH – IN THE MIDDLE OF A GOLF COURSE!

Westendorf is home to probably the first golf course that has an original British phone booth at the 18th tee. But why put that little red booth here? And does it work? Insiders refer to it as the 19th hole – a direct line to the clubhouse bar:

It ensures that you can get your round of drinks served to you right there on the green if you place your order via the red phone box.

ARRIVING, ENJOYING EVERY MOMENT – AND PLENTY OF OPPORTUNITY TO PRACTICE!

The large driving range in Westendorf has around 30 stations, eight of which are covered. Two additional areas for chipping and pitching provide additional opportunities to practice. Besides this, the Westendorf golf school has excellent coaches for both amateurs and advanced players – and they are renowned as sources of good tips and tricks.

EVERYTHING FOR YOUR PERFECT GOLFING VACATION

The clubhouse is particularly well integrated into the natural surroundings of the course. Here, you will find a pro shop, a restaurant with a sun terrace, changing rooms with showers and several apartments. Three picturesque ponds truly catch the eye and add appealing structure to the course.

A GOLFER'S PARADISE

Right next to the golf course in Westendorf, you will find one of the largest golf pro shops in Austria. Here, there is everything you need for a good game of golf

– from individual golf clubs to complete sets; from golf bags and trolleys to travel bags; from golf clothing and golf shoes from the top brands to golf balls and accessories. Club sets and city e-bikes can also be rented!

IMPROVING FROM ONE TEE TO THE NEXT!

Would you like to learn how to play golf? Or do you wish to improve your technique with the help of a professional trainer? The Kitzbühel Alps Golf Club in Westendorf has exactly what you need! Whether in individual or group lessons – you will feel at home!



OF “ECCENTRICS” AND “DARLINGS”

Sandra Laiminger is a member of the Brixental Connection, one of the “mountain folk” and an “asphalt queen”. So what does all this entail?



They ride in groups: tight-fitting royal-blue tops, black cycling shorts, bicycle helmets, muscles of steel, sun-tanned skin, with a firm focus on the road ahead. And then a woman appears between the men on their superlight, narrow-tyre racing bikes. Her shoulder-length blonde hair is tied up into a ponytail; it swirls around in the wind. Sandra is pedalling hard. She has to, otherwise the men alongside her would soon be gone.

During the cycling season, they seem to be around almost every corner – the Brixental Connection –

enthusiastic sportsmen, and also a few women, all of whom are highly ambitious cyclists and mountain bikers. There are also some downhillers among them, as well as marathon and trail runners, and cross-country skiers and ski tourers in the winter months. Yes, that’s correct: One can also go uphill when ski touring, but that is only done by “eccentrics”. They have found like-minded peers in the Brixental Connection. Sandra Laiminger just laughs. *“Yes, that’s precisely it! We are all a little bit eccentric. But we can also act normal. And the eccentrics are real darlings!”*

The men there up front set the bar very high as far as the pace is concerned. But Sandra can keep up now. Without needing to shout.

FROM THE TAUERN TO KITZBÜHEL

Sandra has been a member of the Brixental Connection for three years now. Although the team is not a registered association, it does feel like one because the members are there for one another, to overcome challenges together, to help each other, and to spur one another on. Sandra’s first ride on a racer with the group is still very clear in her memory. *“I failed totally on that occasion!”* she exclaimed with a twinkle in her eye. That means she couldn’t keep up. Although those in front usually wait and “pull” slower riders along in their slipstream, what if one cannot catch up at all? *“Then you simply have to shout,”* said Sandra. Provided one has enough breath left to shout. But Sandra has trained a lot since that day, and now rides alongside the others.

The 37-year-old originally comes from the Pinzgau – from Mittersill – which makes her a child of the Tauern. She stood on the summit of her first three-thousander at the tender age of five and explored every inch of the national park with her parents and grandparents. When she was 19, she moved to Kitzbühel together with her boyfriend at the time, and became manager’s assistant and head receptionist at a hotel. Although the relationship with her partner fell apart, her love for her new home only grew and grew. Because the Kitzbühel Alps had made an immediate impression on Sandra. *“In the Hohe Tauern, things only start off at 2,500 metres above sea level, while here the highest peaks are at that altitude. So the Kitzbüheler Grasberge are simply ideal for doing sport – they are more accessible and easier to master.”* It is just more fun to do sport here – whether hiking, running or cycling. Sandra can often be found in Kelchsau and Windau, but her starting point is always, of course, her new home town of Brixen.





ASPHALT QUEEN AND MOUNTAIN PRINCE

Let's go back in time a bit to the Christmas market where Sandra met her husband Thomas through some friends. The topic that lit the flames of love could not, of course, have been anything other than sport! Sandra was an enthusiastic half-marathon runner at the time, while her "Brixner" was a marathon runner, so they "clicked" right from the start. Actually, Thomas had intended to propose to Sandra during the Tristkogel Challenge, but they ended up starting that race together as husband and wife. People who enjoy a fast pace in life also don't hesitate to take the next step in relationships... In the meantime, Sandra left the hotel business to join an interior decorator's in Kitzbühel, where she still does back-office work today. Almost every free minute was and is spent doing some kind of sport: be it marathons, trail running or cycling. Thomas is to blame for the latter: He bought Sandra a second-hand racer so that they could go on rides together. *"As soon as I got on it, I thought it was just cool!"* Since that day, she refers to herself as the asphalt queen.

That makes Simon – Sandra and Thomas' son – a Mountain Prince. The five-year-old has been out and about in the mountains with his parents since the age of two, and is very nimble for his age. If it has a cross on its summit, he wants to be there. Sometimes his parents even have to hold him back a bit or ask whether they should turn around if the path seems too long. Then Simon will say: *"Are we already at the summit cross? No? Then we have to keep going!"* Wonder where this young fellow gets his ambitious nature from...

Are we already at the
summit cross?
No? Then we have to
keep going!



EVERYONE IS WELCOME

Sandra was introduced to the team by Thomas, who has known the "guys" from the Brixental Connection since childhood. The main reason for joining was to experience the camaraderie. As parents, Sandra or Thomas often went out alone as one of them always had to look after Simon.

Andi Holaus, Dominik Salcher and Leo "Frank" Hirzinger founded the Brixental Connection back in 2012. It is currently made up of 15 to 20 men and four women. The team goes on a tour every second Wednesday – alternatingly with racers and mountain bikes. They cover distances of 50 to 300 kilometres with racers and elevation gains of 1,000 to 4,000 metres by mountain bike. So one needs to be very fit in order to keep up.

The longest tour that Sandra ever undertook was 300 kilometres – with a different group of friends who are apparently no closer to being "normal" than the Brixental Connection. When she told me about it, I had to involuntarily press my buttocks together. Ouch!

The excursions of the Brixental Connection always also involve points, for example for climbing 500 metres in elevation as quickly as possible. The first one to arrive at the top wins the internal contest. The prize consists of one or two beers – unless there's a race around the corner, of course. Several team members or groups within the team regularly take part in competitions such as the Kitzbühel bike marathon, the Windau Rallye, and the Ötztal bike marathon. Runners – such as Sandra's husband, Thomas – have

also joined the team. Time and again, individual crew members or groups competing as the Brixental Connection appear right at the top of the results lists.

The team is getting bigger, and its members are very pleased about that. *"Anyone is welcome to join. They can just see how we roll and we'll support them!"* Not only when it comes to sport: Team members are there for each other on other occasions, too; for instance, when helping hands are needed to build a house! The sport is purely a hobby – everyone in the team has a day job. That people with office jobs like Sandra need to practice sport to find a balance in life and to clear their mind seems pretty obvious to Sandra (and me). But that men who work on construction sites or as carpenters during the day still find the energy to spend their evening hours in the saddle – hats off to them! *"They are all beasts,"* says Sandra, jokingly. And we are in agreement, because those men are just not human. As they also look good in their tight cycling outfits, the Brixental Connection attracts a large number of groupies wherever they go. Sandra also benefits from this: *"When you are competing in a home race, it's simply fantastic to see masses of spectators cheering you on along the route!"*



Five-year-old Simon can't quite keep up yet on a bike, but from the way he walks up mountains, one can see that he'll be just as ambitious as his mum one day!

AT ONE WITH NATURE

Sandra needs that feeling of burning off all her energy on a bike. That happens easily enough on the mountainous routes she describes. And when she is at the top of an alpine pasture or a summit, then the fresh mountain air cools her cheeks and all stress – anything that bothered her, was unpleasant or sad – just falls away. She then feels at one with the mountains around her, at one with nature, at one with creation. It could stem from the endorphins which are released in the body during sport. Wherever it comes from: Sandra, like so many others, simply needs the mountains. **“We are all mountain folk!”** She wept with joy when she returned after a summer in Spain, where she worked in a giant disco. **“Because I was so glad to see the mountains again.”** She knows how lucky she is to live in this region. **“We live in a place others go to on holiday. That’s how it is. And during the pandemic, we discovered that we don’t always need to leave this area, because it’s just so nice here!”**

GAINING ELEVATION

Whether by herself or in a team, Sandra likes to start out on a ride from her house. The routes that she tackles with her racer are many and varied. Most of all, she enjoys those with “a few” metres of elevation gain. From Brixen, where she now lives with her husband and son (the young family renovated Thomas’ parents’ house), she may take the road up Glantersberg in Hopfgarten, then onto Kraftalm in Itter, Bromberg in Söll, and Astberg in Going. And back. What sounds like a four-day ride to me, Sandra does in only a few hours, despite many ups and downs and the long distance. In autumn, she loves to bike and hike: First riding high up to the alpine pastures by mountain bike, then continuing on foot to the summit – or to more than one summit. The Kitzbühel Alps provide plenty of opportunities for this. Sandra rides towards her favourite peak,



recognisable even from a great distance. Sandra also likes people who are a bit rough around the edges... Another reason this region is so ideal as a starting point for trips on the racer, she says, is because you are in Germany so quickly, and a lot of possibilities open up from there. I don’t get it – Germany is not at all close, especially when starting out from Brixen im Thale on a bicycle! But those who ride with the Brixental Connection apparently measure distances differently...

Otherwise she also wouldn’t have told me about her wonderful ride to Neukirchen am Großvenediger, during which she conquered twelve summits and covered 40 kilometres. It is **“lovely, because you can always walk fast or run there.”** That’s a matter of opinion, I would say.



the Großer Rettenstein, by bike, before later proceeding on foot. She likes the Großer Rettenstein because of its distinct silhouette, which makes it easily



BITTER LOSS

Sandra seems to have a guardian angel, as she has never been seriously injured while pursuing her passion. The same applies to the entire team of the Brixental Connection. Of course, the men do sometimes put their good fortunes to the test, but Sandra is more careful, especially since becoming a mother. **“When you are young, you think nothing of it. Later you see the dangers. But our mountains are fantastic and not dangerous!”**

However, Sandra is especially careful when ski touring. Sadly, not without reason: Her grandfather died in an avalanche. And it was with him that she did her first ski tour, aged twelve. Although it is 15 years since his passing, the sadness is all around her as she puts on a pair of touring skis. **“I only go out when the avalanche warning level is at one, and prefer to stick to the pistes,”** Sandra said. There are, however, always beautiful and safe tours in Kelchsau and Windau.

Sandra has already had many magical moments with the Brixental Connection. Yet time and again, she simply enjoys riding home to Brixen at sunset in summer after giving it her all on tour. She then cycles comfortably through the village and perhaps stops off at the “Mittwochsfest” (Wednesday market) for a bite to eat. There, the tour is discussed amidst much laughter with teammates, and the next trips are planned. After such evenings, Sandra always returns home in a happy mood. But the same can be said for any day on which she is out and about with the Brixental Connection. **“Doing crazy stuff together is cool. If you can act out the eccentricity in you with others, then it’s epic!”**

Having chosen Brixen as her new home, Sandra hopes to go on many more rides with the team. Because those “eccentrics” are also real “darlings”.

“A few metres in elevation gain” are part of the parcel when Sandra is out and about with the men. There’s no doubt about that. Or about home being the most beautiful place to be.

Sensational! Strenuous! Spectacular! The KitzAlpBike Festival

As hard as it gets: The Vaude Hill Climb tests both top sprinters and hobby cyclists to the limit.



KITZ ALP BIKE

THE EPITOME OF AWESOMENESS: BIKING THROUGH BRIXENTAL VALLEY

FOR A QUARTER OF A CENTURY NOW, BRIXENTAL VALLEY HAS BEEN AN ANNUAL MECCA FOR CYCLISTS FROM ALL CORNERS OF THE GLOBE: BECAUSE AT THE WEEK-LONG KITZALPBike FESTIVAL, EVERYTHING REVOLVES AROUND ONE SINGLE TOPIC – MOUNTAIN BIKING!

The highlight and top event: the KitzAlpBike Marathon

**COMPLETE MOTIVATION, TOTAL EXHAUSTION AND MAXIMUM ENDORPHIN RELEASE:
THAT IS THE KITZALPBike MARATHON.**

It is regarded as one of the toughest – but also as one of the most beautiful – marathons of the racing season. The mountain biking route through the Kitzbühel Alps is a combination of daunting distances and differences in elevation to form a race that demands everything of the participants. Despite the dreamlike backdrop, true grit is required here. So pedal hard – and persevere! There is no other option. Those who cross the finish line utterly exhausted know one thing: Regardless of the achieved time, this is what it feels like to win!



Being there is
everything:
The MTB marathon
with its four routes of
varying difficulty
is the highlight
of the KitzAlpBike
Festival.



Quality *is the prime directive*

A total of 21 restaurateurs from Brixental Valley to Pillerseetal subscribe to this regional concept and way of thinking. Quality is the main criterion. For this reason, KochArt keeps a close eye on from where the products are sourced. Together with the local farming community, KochArt puts the emphasis on seasonal produce and species-appropriate keeping and breeding of animals. Besides being involved with the Brixental alpine pig from the Holzalm meadows and with the Tyrolean river trout from Pillerseetal, KochArt actively encourages the revival of old local breeds of animals and types of vegetables. In doing so, the cuisine initiative cooperates with a select number of regional farmers.

Promoting regionality together

The philosophy behind KochArt is in tune with the times. The desire for greater regionality and sustainability motivates the local and international media to regularly report on the activities of this cuisine initiative. In the region itself, KochArt has also become a real institution. "It just makes sense to move forward together

in the same direction and to create more awareness for local quality products and draw attention to the good collaboration between restaurateurs and farmers," said Michael Grafl from Gasthaus Steinberg – the KochArt chairman and a member since the start.

Sustainability workshops

KochArt restaurateurs receive training on sustainability in the kitchen during special workshops. "In earlier times, it used to be normal to process every part of a slaughtered animal; nowadays, often only the best parts are used. We seek to counteract this development in our workshops. Here, we call on colleagues who are committed to sustainability and regionality. I always like to think about our first workshop with TV chef Mike Süßer. He showed us innovative recipes for beef that are prepared with no prime cuts whatsoever," recalled Michael Grafl.

Specialities with Tyrolean river trout, alpine pork, etc.

The so-called "Rarity Days" are the spearhead for the campaign. The

initiative carries out joint activities on different topics with its members several times a year. Then, everything from Tyrolean river trout to Brixental alpine pork and local lamb is sourced from the region and also often produced especially for KochArt establishments.

A total of 21 establishments from the Kitzbühel Alps region have joined forces to promote regionality and sustainability in the hospitality sector. In collaboration with selected local farmers, they rediscover old animal breeds and vegetable types, which are then turned into first-class dishes in KochArt kitchens. Membership in the KochArt association is only open to businesses that practice and promote the philosophy of sourcing locally.



"When you find an egg like this on your breakfast table, then you can still hear the hens cackling!" Fresher than this is not possible, and the chickens are allowed to roam around outside freely.



Cheese dumplings *in broth*

Ingredients to serve 4

- | | | |
|---|---------------|---------------------|
| - 250 g dumpling bread | - 100 g flour | - Butter for frying |
| - 1/4 L warm milk | - 2 eggs | - 1 L beef broth |
| - 3 boiled, cold potatoes | - Salt | |
| - 250 g savoury cheese
(a mixture is also fine)* | - 1 onion | |
| | - Parsley | |

Peel the boiled potatoes, then cut them into small cubes. Mix the dumpling bread, flour, salt, eggs, potatoes, parsley, and grated cheese with warm milk in a large bowl, then cover it to let it draw so that a firm dough forms. Next, knead the dough into round balls of the same size and fry them in the hot butter until brown and crispy.

Soup: Finely chop the onion and fry it in the hot butter, then add some flour if desired and then the beef broth. Season to taste.

Let the cheese dumplings draw in the hot soup before serving (do not allow the soup to simmer!)



Everyone has their own preferences when it comes to preparing cheese dumplings, and tastes differ. Use a grated savoury Rässkäse cheese, for instance, for particularly tasty cheese dumplings. Other types of cheese, such as Bierkäse, savoury Tilsiter, and Bergkäse can also be used. Many people prefer to use a mixture of multiple types of cheese. Some even mix in a bit of Graukäse or cottage cheese. But the ratio of cheese to other ingredients should more or less correspond with the recipe.





Zua Woog, Brixen

Farm shops and fresh farm produce

With good ingredients so close by, regionality plays a key role in Brixental Valley.

They are also endearingly known as “regional gold”: cheese, bacon, boxln sausages, eggs, yoghurt, butter, and a good, tasty, fresh farmhouse bread – in other words, locally produced products. The goodness from the farmyard should be available to

Admittedly, shopping in the nearest farm shop has a certain element of surprise – but in the positive sense, of course. Every farmer has their own individual secret recipe. And therefore it can happen that the bacon differs in taste from one farm shop to the next. This makes

ately produced goods while experiencing the region from a different perspective at the same time – not to mention meeting our friendly and charming farmers!



Neuwirtshof, Kirchberg

everyone. **Because: There’s nothing more local, tasty, and authentic than fresh farm produce from our hardworking, creative farmers.**

So that you know where it comes from...

Many people even believe that you can taste the difference in quality. And it’s true. Have you ever tasted fresh mountain cheese? Or bacon that has just been smoked? There is simply nothing more tasty.

farm-style cuisine a culinary delight for the senses.

This is precisely what is meant by “Taking a piece of the region with you”: regional treasures, wonderful specialities, and pure regionality.

By buying directly from our farm shops, you are not only doing something good for your palate, but are also supporting our environment. Short production chains and routes, sustainably, and passion-



Koglerhof, Westendorf



Neuwirtshof, Kirchberg

“Kimmst eh aufs Festl?”*

In Tyrolean, it is typical to add an “l” at the end of a word. In this way, “Tür” (door) becomes “Türl”, “Flasche” (bottle) becomes “Flaschl”, “Braten” (roast) becomes “Bratl”, and “Fest” (party) becomes “Festl”. Although it might sound like it, the “l” is not a diminutive form here, because Tyroleans really know how to party!

* You’re coming to the party, right?

The Brixen Mittwochsfestl party

The best way to spend a summer evening!

What day of the week is the best for a party? Wednesday, of course! Because it splits the week almost perfectly into two halves. “Comfortably splitting the week in two” is therefore the motto for the “Brixner Mittwochs-festl” that is held during the summer months.

And all the stops are pulled out according to the idea of intimate parties where you can celebrate in style! The same applies to the culinary delicacies on offer, and to the musical accompaniment. From half past seven in the evenings, you can enjoy local cuisine to the sounds of live music in the centre of Brixen.

At the Mittwochsfestl, quality is not just an empty catchword. Visitors are entertained by top bands playing Austropop, country, rock’n roll, Irish music, pop and whatever else the heart desires. And when it comes to food and drink: Only the best products from the region are served after being expertly prepared. Naturally, sustainability is practised during the festivities. For this reason, no plastic is used and refuse is kept to a minimum.

EVEN MORE FUN DURING SUMMER EVENINGS

Twice every summer, there is a Mittwochsfestl in XXL format! On these occasions, the celebrations already start at 6:00 pm. And there is another special aspect: The first

evening is all about beer, while the second evening is all about wine. The drinks are accompanied by typical local delicacies.

The Mittwochsfestl is a particularly pleasant way of ending your summer evenings in style!



The party finishes at around 11 pm or 12 midnight. Then it’s time to sleep so that you are wide awake in the morning for your holiday programme!

MITTWOCHSFESTL PARTY ON WEDNESDAYS:
7:30 pm until around 10:30 pm
MITTWOCHSFESTL XXL PARTY TWICE IN SUMMER:
6:00 pm until around 10:30 pm



WOODSTOCK ACADEMY

The Woodstock Academy is a week of musical training, and is held in the towns of Brixen, Kirchberg, and Westendorf at the end of August. The programme includes musical workshops by renowned professors, and it attracts musicians from all of Austria, Germany, and other parts of Europe to Brixental Valley.



LEARNING AND MAKING MUSIC TOGETHER

The Woodstock Academy is the first pedagogical format of a Woodstock for brass instruments – a week full of workshops, courses, events, and concerts. Seven days during which every participant hones their skills with their own instrument. In individual lessons, when making music together, in workshops or during the many related events.

SOMETHING FOR EVERYONE

The programme of the Woodstock Academy is multifaceted, as can be expected from the Woodstock for brass instruments. And: The Woodstock Academy is there for everyone. Here, professionals, amateurs, and music enthusiasts can choose anything that suits their mood and their ability level. Vienna Philharmonic solo-clarinetist Matthias Schorn and Woodstock

founder Simon Ertl are responsible for the artistic and organisational aspects and ensure that the programme is rich and varied.

INDIVIDUALISED TIMETABLE

The Woodstock Academy works according to a simple principle: The basic offering (workshops and events) is included in the basic price. This also includes a six-day ticket for cableways in the region. Then there are additional packages which can be bought for a fee and according to what one's heart desires. For instance, individual lessons with professors from the Woodstock Academy. Bookings are made via a special timetable app that can be found at app.woodstock-academy.at. Endless possibilities. All of which can be personalised. In typical Woodstock tradition.

BENEFITING FROM THE BEST

The list of personalities who pass on their knowledge and skills at the Woodstock Academy is quite extensive. They range from renowned folk musicians to orchestral stars from the Vienna Philharmonic, mental trainers, and other highly-experienced stars of the stage. From transverse flutes to tubas, from the Wim Hof method to alphorn lessons. Colourful, varied, and definitely something to suit everyone.

SPECIAL GUESTS AND FRAMEWORK PROGRAMME

Inspiring personalities and new perspectives to broaden one's own musical horizons. The Woodstock Academy strives to focus not only on musical training, but to also create space for new perspectives. In 2021, skiing legend Stephan Eberharder attended, while in

2022, Felix Gottwald was invited to hold a seminar. Because as important as training may be, having fun while doing so is equally essential. Therefore, in addition to the extensive courses, there is a vibrant framework programme with concerts and lectures which are open to locals and visitors to the region.

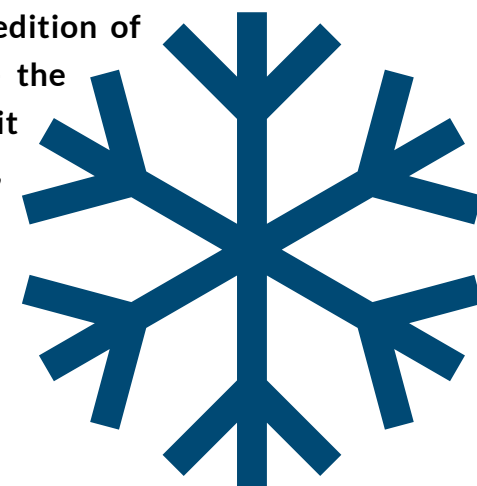
For more on the Woodstock Academy:
www.woodstockacademy.at






Winter Woodstock of brass instruments

Brass music on the rocks. The Winter Woodstock of brass instruments combines the mountains with brass music, skiing with a musical programme, and friendly visitors with kind hosts. A weekend that witnesses a celebration of the winter edition of Europe's biggest brass music festival – the Woodstock of brass instruments. And it takes place in the three towns of Brixen, Kirchberg, and Westendorf.





On the mountain and in the valley

After its successful premier in April 2022, the winter Woodstock of brass music now features permanently on the region's annual event calendar. Day and night, brass music is celebrated in all its glory and facets at select lodges in the mountains and on a wonderful main stage in the valley. And

there is a programme from Friday to Sunday for old and young, for snowboarders and skiers, for music lovers, and local fans of brass instruments.

LODGE PARTIES AND LIVE BANDS

From a musical perspective, visitors to the festival can look forward to a colourful variety of all genres. No matter whether modern or traditional, whether Oberkrainer or Tanzlmusi dance music. From traditional to euphoric, from young to young at heart. The music is like the festival guests themselves: unique and multifaceted! Cozy in the lodges and ready to party in the valley!

ONCE-IN-A-LIFETIME SKI FUN

The best way to get to all huts and valleys is on skis or by snowboard. And it is precisely for this reason

TICKETS AND INFORMATION

Tickets and the current programme for all winter brass music events can be obtained directly from the website: www.winterwoodstock.at. Festival passes (Friday to Sunday) and single-day passes are available. Woodstock ski passes can only be purchased in combination with a festival ticket. Enquires and bookings for hotels and other accommodation can be made directly via the website or at the Kitzbühel Alps-Brixental Valley Tourism Association.



HIGHER. HARDER. FURTHER.

17232
METRES OF ELEVATION GAIN
88
KILOMETRES

The KitzSkiWelt Tour:
A real challenge for good
skiers who wish to test
their skills and stamina.





The KitzSkiWelt Tour puts everything else in its shadow.

Endless downhill and perfectly prepared pistes. A mountain panorama that is absolutely amazing, no matter in which direction you look. Powder snow glistens in the sun, the mountain air makes you high, and you feel alive right down to the tips of your toes – this is the KitzSkiWelt Tour, the longest ski route in the world.

If you want to get more than usual out of skiing, then you need to experience the KitzSkiWelt Tour. It combines the world's two biggest and most modern skiing regions: KitzSki and SkiWelt Wilder Kaiser-Brixental. The route covers an incredible distance of 88 kilometres on 29 blue, 28 red, and one black rated piste – in all levels of difficulty and with varying differences in elevation.

Yet the KitzSkiWelt Tour impresses not only through its sheer size and varied pistes, but also in terms of quality. KitzSki is the first skiing area to be declared the “world's best skiing area” twice in a row, while Wilder Kaiser-Brixental has received multiple awards as the “world's most environmentally-friendly skiing area”.

AN ASTOUNDING EIGHTY-EIGHT KILOMETRES: THE KITZSKIWELT TOUR

The world's longest ski route sets the benchmark in every way. It runs from Going to Hollersbach/ Mittersill and back again – and represents a real challenge.

Those who want to master this challenge need to take the first cable car up, should not take a long lunch break, and need to be in very good shape with well-trained thighs. Because with 88 kilometres of downhill and 17,232 metres in elevation gain, this round trip through the Hohe Salve and Brixental holiday areas makes even the professionals sweat.

BUT THERE'S AN EASIER WAY: IN STAGES AND BY BUS

The KitzSkiWelt Tour is not only suitable for professionals and top athletes – beginners and intermediate skiers can also enjoy themselves here to their heart's content.

There are 14 different starting points to the world's longest ski route, meaning that you do not need to complete the whole tour. So you can simply choose one or more stages which suit your abilities and your level of fitness.

A special service adds convenience to your individual fun on the ski



slopes: Environmentally-friendly ski buses take you along free of charge and in comfort. So if you get tired along the way while completing the KitzSkiWelt Tour, just hop on and ride back “home” in style.





Lost? No thanks! Finding your way is child's play.

If you think you might lose track of where you are in such a large skiing area, then don't worry: That definitely won't happen to you! Because you can plan your personal tour on the KitzSkiWelt Tour website – from any starting point.

An interactive map of the ski slopes with up-to-date information from both skiing areas ensures that you will always know which way to go on the KitzSkiWelt Tour. You just choose your starting point and will then immediately see which ski slopes lead to your destination and how long the particular stages

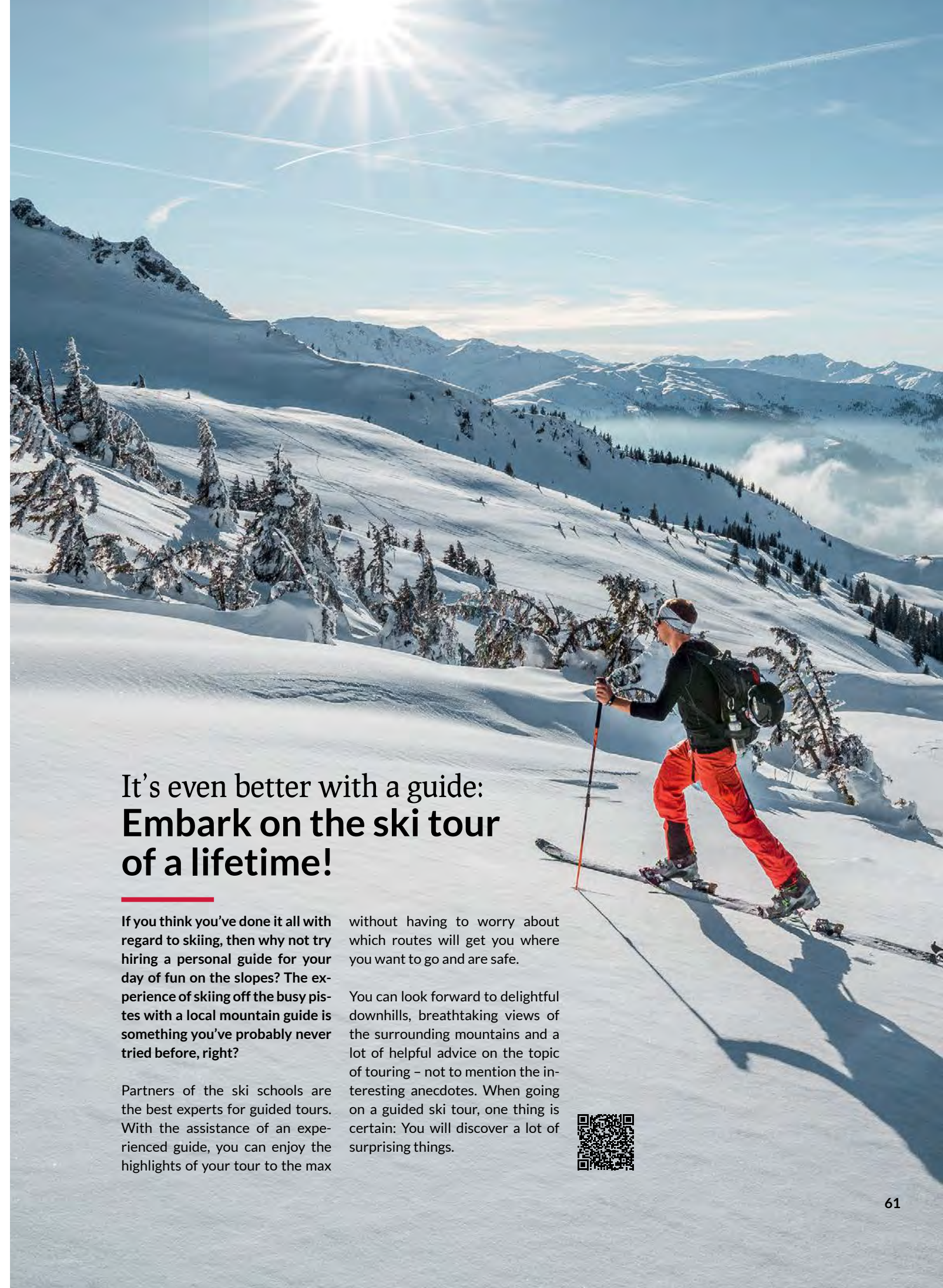
of the route are. By clicking on any specific ski slope, you will discover the level of difficulty, the difference in elevation, and whether the piste is currently open.

You can find out what to expect in advance while letting yourself be guided through both skiing areas.

Almost as lovely as the experience itself: Remembering special moments

What is more fun than thinking back about your holiday, sharing stories, and looking at photographs? Remembering that feeling of being on holiday – that in itself gives you a little break from everyday life.

If you wish to capture your personal skiing moments with your family or friends in front of impressive alpine backdrops, then just stop along the KitzSkiWelt Tour where there are countless opportunities for souvenir snapshots – for instance at Hohe Salve with Austria's highest pilgrimage church and a view of more than 70 three-thousanders, or at the legendary starting point of the Streif race, where a professional ski-line photo-point has been installed. By making use of your ski pass to trigger the camera, all you need to do is say: "Cheese"! You can download your photos with the help of your ski pass at any time from www.skiline.cc, in the Skiline app, or at a Skiline terminal in the skiing area.



It's even better with a guide: Embark on the ski tour of a lifetime!

If you think you've done it all with regard to skiing, then why not try hiring a personal guide for your day of fun on the slopes? The experience of skiing off the busy pistes with a local mountain guide is something you've probably never tried before, right?

Partners of the ski schools are the best experts for guided tours. With the assistance of an experienced guide, you can enjoy the highlights of your tour to the max

without having to worry about which routes will get you where you want to go and are safe.

You can look forward to delightful downhill, breathtaking views of the surrounding mountains and a lot of helpful advice on the topic of touring – not to mention the interesting anecdotes. When going on a guided ski tour, one thing is certain: You will discover a lot of surprising things.



Experiencing the countryside on the go: THE KITZBÜHEL ALPS TRAILS



Where there's one mountain after the other, with different dialects being spoken in every valley, and where the buzzard soars high in the heavens, it's easy to guess where happiness can be found: just by being there – and watching the world in awe.

KAT INCLUSIVE The KAT inclusive offers are valid for all three **KAT packages**. You will receive over-night stays in a hotel with half-board and a detailed description of the route as well as a guide, luggage transport, and a return trip by public transport.



ESCAPE THE DAILY ROUTINE: THE KAT WALK

You would like to leave your daily routine far behind, find some inner peace and really feel alive again? Then just go for it! Hiking frees the mind, heart, and soul – nothing makes us happier or more relaxed than enjoying the countryside at leisure, taking deep breaths of fresh mountain air and feeling a wholesome kind of tiredness.

The KAT Walk epitomises comfortable, long-distance hiking while experiencing the Tyrolean Alps from their most beautiful side: from fascinating mountain panoramas of rugged cliffs and green meadows to the many refreshment opportunities found in cosy lodges offering tasty treats such as homemade pastries made according to dairymaids' secret recipes and hearty snacks consisting of bacon and perfectly aged mountain cheese.

Graded as a moderately difficult mountain trail, the KAT Walk is suitable for sure-footed and experienced hikers. You can complete the multi-day hike in three to six stages, and there'll be lodging with a shower and a comfortable bed waiting for you at the end of each day. But irrespective of whether you complete the entire hike or only a part of it, the KAT Walk will lead you to the most beautiful corners of the region – and deep into the Tyrolean approach to life.

HEAD FOR THE HILLS: THE KAT BIKE

If you agree that the “flow” is the greatest feeling in mountain biking, then experience it at an entirely new level on KAT Bike – the long-distance biking trails in the Kitzbühel Alps!

Three stages of exhilarating bike trails: That can only be KAT Bike through the Kitzbühel Alps! On up to 170 kilometres of trails and with an elevation gain of up to 5,300 metres, you can push yourself to new heights in performance while also testing your technique – but only if you want to. In reality, the Kitzbühel Alps bike trails are not about “higher, faster, further”: Rather than reaching one's limits, the core experience of this biking adventure is more about just letting go. You will find your own pace in the clean, clear mountain air in a landscape that frees the mind and warms the heart.



Depending on the weather and your level of fitness, you are free to choose from a variety of route profiles for the three stages. And then you simply need to get on your bike and ride off. Because everything else has been taken care of – from luggage transport to lodgings. Thus, nothing can stand in the way of sheer fun on your bike!



Mountain biking without constantly pushing the limits – is that difficult for you to imagine? Then you'll be surprised by KAT Bike. Because here you will find a high that doesn't come from pure performance.



PURE SKIING PLEASURE: THE KAT SKITOUR

Glistening snow, sunlit mountain peaks, a stillness in which you only hear yourself breathing, and after the trip to the top, seemingly endless downhill in deep snow await... If this is your dream of a winter holiday, then just get on your skis and go on a multi-day ski tour right through the Kitzbühel Alps!

The KAT Skitour right across the Kitzbühel Alps combines uphill trips through unique mountain landscapes with unbridled downhill joy!



The multi-day KAT Skitour runs through otherwise grass-covered gently-sloping mountains to the most beautiful ski touring areas in Austria. With assistance from mountain guides from the Kitzbühel Alps along the way, the route consists of four ski touring days and two free-riding days.

At the beginning of the route through the mountains, you travel high up impressive peaks – far from the crowded slopes below. The second part of the journey offers downhill experiences which are out of this world: The mountain guides know the best routes in the free-riding areas around Kitzbühel and Fieberbrunn, so they have a few secret tips up their sleeve. This allows you to have a real powder snow adventure in only two days, thanks to the help of cableways for the short trips uphill. You will be sure to remember this for a long time – and will also have enough stories to tell besides.





The mobility concept for the Kitzbühel Alps is a success!

More and more visitors are arriving by rail.

The Kitzbühel Alps are a step ahead of many other holiday destinations. Since launching their large-scale mobility concept, there has been stable growth. Increasing numbers of tourists are leaving their cars at home and are opting to arrive by rail instead. The figure for the past three years is between 17 and 18 per cent – a very visible trend. A deciding factor in the Kitzbühel Alps is that in addition to trips by rail being reasonably priced, the use of regional public transport is included free of charge for guest card holders – and all holidaymakers automatically receive this card. The Kitzbühel Alps view their sustainability campaign as an investment in the future. This includes maintaining the alpine habitats as well as attracting loyal target groups.

For visitors to leave their vehicles at home, other convenient means of travel to the region and a strong

infrastructure concept is a flagship project of the “Tirol auf Schiene” (Tyrol on Track) initiative. It allows guest cards to be used as tickets. Those wishing to travel for free from Wörgl can make use of the electronic guest cards provided to them by their hosts during pre-check-in.

Visitors from Hamburg and Düsseldorf can benefit from quick direct connections with the ÖBB Nightjet, for instance, while tourists from Vienna can travel to Wörgl by Railjet without changing trains. This small town is the gateway to the Kitzbühel Alps, with regional and commuter trains departing from there every 30 minutes during the week on the 66 kilometre stretch to Hochfilzen. They stop at 18 train stations, including Brixen, Kirchberg, and Westendorf. The network becomes even denser if one uses one of the many buses, for example in the direction of Kitzbühel or into the idyllic Aschau. All of this allows one to utilise convenient public transport services to travel from A to B within rural alpine areas in similar comfort to in the cities.

local public transport network are required. The Kitzbühel Alps brought into being a supra-regional transport concept in collaboration with the Austrian Federal Railways (ÖBB) and the Tyrolean Transport Association (VVT). The



One card – many benefits!

Visitors to the towns of Brixen im Thale, Kirchberg in Tirol, and Westendorf receive a guest card from the region that is included free of charge in the price of accommodation. This card is your constant travelling companion and provides you with valuable bene-

fits from our partners. These range from discounts to free services – there really is something for everyone. For instance, you can get a discount at local cableways or at the Westendorf golf course. Many entrance fees to various tourist destinations are also reduced. Or

use the Brixental guest card as a valid ticket on all regional buses and local ÖBB trains. The guest card will be handed to you directly by your host upon your arrival.

- ♦ Bus service between Wörgl and Kitzbühel
- ♦ Use of local ÖBB trains between Wörgl and Hochfilzen
- ♦ Discounts at the local cableways
- ♦ Discounts on family and activity programmes
- ♦ Discounts on indoor and open-air swimming pools in the region
- ♦ Numerous discounts and special offers from partner establishments in the region
- ♦ Discounts on guided hikes
- ♦ Discounts on tourist attractions and operating exhibits within the region and in neighbouring areas
- ♦ and much more

Regional guest card = ticket for public transport!

The towns of Brixen im Thale, Kirchberg in Tirol, and Westendorf provide a very special mobility service.



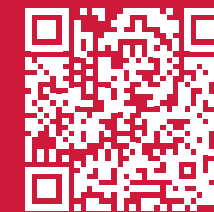
Top events in Brixental Valley

Event highlights in Brixen, Kirchberg, and Westendorf

The towns in and around Brixental Valley are renowned for their top-quality events for the whole family. These include mega sporting events such as the KitzAlpBike festival and concert highlights such as the Winter Woodstock of brass instruments as well as traditional alpine cattle drives and alpine festivals. Weekly social events – such as markets, concerts, and gourmet strips – are also held.

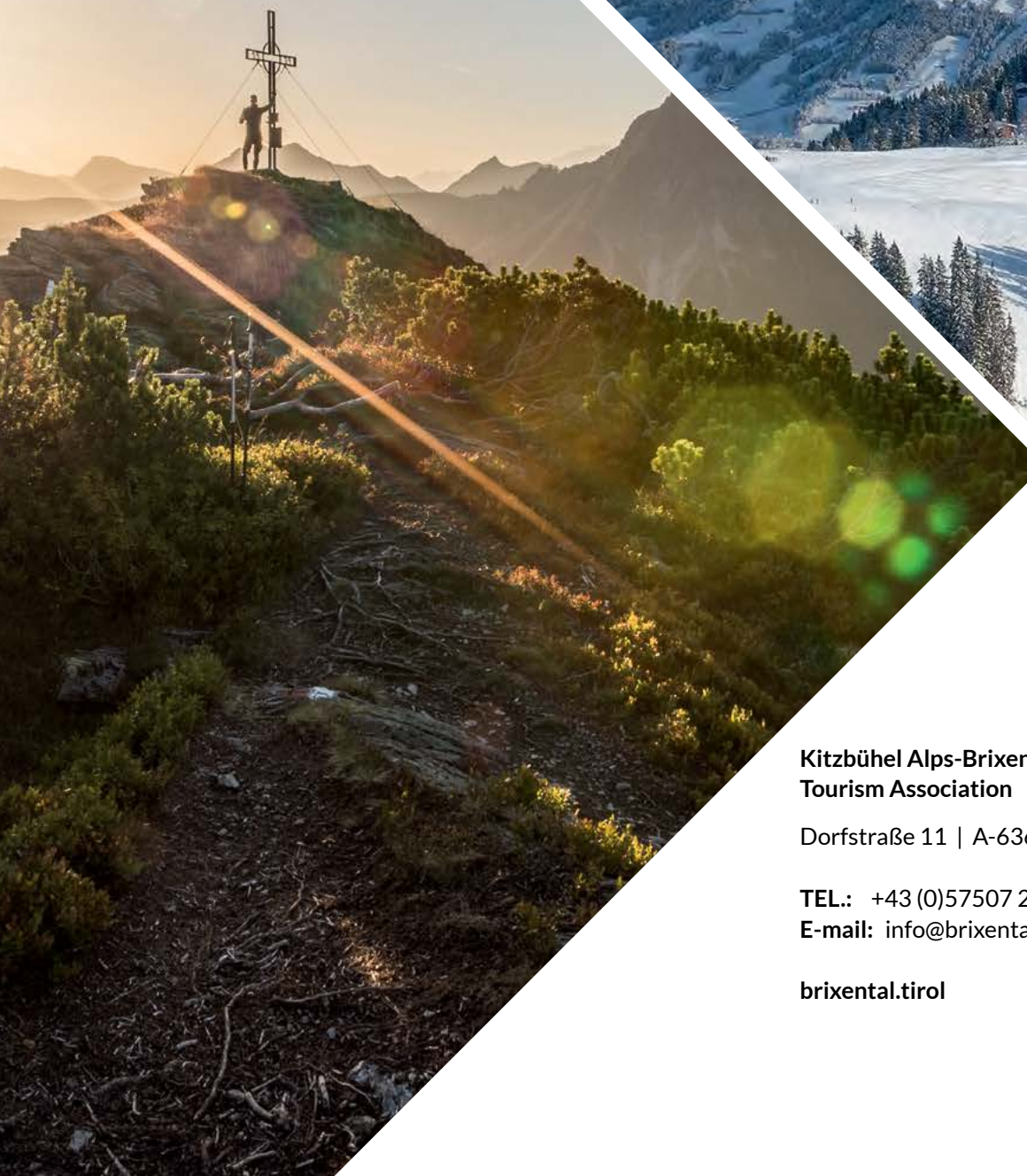
While the mountains, sport and relaxation are the main attractions during the summer months, the winters are filled with snow, fun, and après-ski – and, of course, the legendary Hahnenkamm race takes place in nearby Kitzbühel. So, as you can see, there is one highlight after the other.

- ♦ Winter Woodstock of brass music
- ♦ International musical ensemble conventions
- ♦ Cordial Cup
- ♦ Brixental Valley Antlassritt horse procession
- ♦ Choir conventions
- ♦ Stallion herding to the alpine meadows
- ♦ Schau-Zuichi market in Westendorf
- ♦ Kitzbühel Triathlon
- ♦ KitzAlpBike Festival
- ♦ Kirchberg Kost.Bar
- ♦ Generali Open Kitzbühel
- ♦ Brixen Mittwochsfeiertag party on Wednesdays
- ♦ Blumencorso flower parade
- ♦ Woodstock Academy
- ♦ Brixental mountain lights
- ♦ International Libro Balloon Cup
- ♦ Alpine cattle drives and alpine festivals
- ♦ Hahnenkamm ski race



TOP EVENTS





**Kitzbühel Alps-Brixental Valley
Tourism Association**

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