

## News from Kitzbühel

*What's new in Kitzbühel? As the 2026 summer season approaches, Kitzbühel Tourism presents the most exciting new highlights of the season.*

From international sporting events and new leisure offerings to cultural highlights – plenty is happening in Kitzbühel again this summer. High-profile events, new bike infrastructure and a diverse entertainment programme underline the region's ambition to make sporting excellence and the alpine lifestyle just as tangible in summer as in winter.

### **Austrian Alpine Open 2026 presented by Kitzbühel – Tirol**

Following its successful premiere in 2025 at Golfclub Gut Altentann, Austria's largest golf event will move to Tyrol as planned. From 28 to 31 May 2026, the DP World Tour will stop at the traditional Golf Club Kitzbühel-Schwarzsee-Reith for the Austrian Alpine Open presented by Kitzbühel – Tirol. During the practice days starting 25 May 2026, top players will use the time to prepare for the prestigious tournament. The official opening will be the Pro-Am tournament on 27 May 2026, where the stars of European golf will tee off together with amateur players.

With the return of Austria's biggest golf event, Kitzbühel once again underlines its reputation as the most legendary sports town in the Alps. Alongside the Hahnenkamm Races and the Generali Open, golf will now also have a stage at the highest level, featuring stars such as Sepp Straka and others.

The venue of the Austrian Alpine Open 2026, the Golf Club Kitzbühel-Schwarzsee-Reith, is already shining in a new light months ahead of the major home event. With completely renewed tee boxes, elegantly reshaped bunker areas and a state-of-the-art short game area, the course now presents itself as a venue that meets international standards while maintaining Kitzbühel's unique alpine signature.

### **Women's tennis returns to Kitzbühel**

After a 33-year break, women's tennis will return to Kitzbühel next summer. From 13 to 19 July 2026, a WTA 125 tournament will take place at the Kitzbühel Tennis Club, continuing a long-standing tradition that existed from 1945 to 1993. The women's finals will be held in parallel with the men's qualification rounds for the Generali Open Kitzbühel. At the same time, the tournament strengthens the Austrian women's tournament calendar and creates attractive tournament combinations for players.

### **Bike Trail Kirchberg**

With the new flow trail in Kirchberg, the existing trail network in the Kitzbühel region will be further expanded. The approximately 10-kilometre trail connects the mountain station of the Fleckalmbahn with the Gaisberg trail network, making it the longest flow trail in Tyrol. The route features a gentle, family-friendly layout with waves, berms, natural sections and scenic viewpoints.

With an average gradient of 9.6%, the trail is suitable for both beginners and more advanced riders. The opening is planned for the start of the Fleckalmbahn's summer operations.

**For more information about the destination Kitzbühel, please visit [kitzbuehel.com](https://www.kitzbuehel.com)**

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