

bri·ental

brixen.kirchberg.westendorf.



Winter Incentives

Experience the real in the heart
of the Kitzbühel Alps.

brixental.tirol



EXPERIENCE WINTER FROM ITS BEST SIDE!

Winter happiness in Brixental.

When was the last time you really enjoyed winter? Carefree and with all your senses, like when you were a child? If you are now longing to experience that sensation again, then come to the Brixental - and immerse yourself in a world full of surprises.

Whoever hears 'Brixental' inevitably thinks of endless pistes and boundless skiing fun. And rightly so - because there is hardly any other region in Austria that could be more enticing for fans of skiing. But in the Kitzbüheler Brixental you will find more than 'just' two world-renowned ski areas. Here in the heart of the Kitzbüheler Alps, other winter holiday dreams come true.

The three charming towns of Brixen im Thale, Kirchberg in Tirol and Westendorf will inspire you with their diverse range of activities when it comes to adventure in seclusion or quiet moments of pleasure along the way. Both can be perfectly combined here: While some find their happiness on the slopes - be it in the SkiWelt Wilder Kaiser-Brixental or in the KitzSki ski area - others rave about lonely walks on snowshoes or cross-country skiing through the snow-covered mountains. If you like something a little more action-packed, then snow tubing or one of the toboggan runs is the activity for you.

Well, have you become interested and curious? Then turn the page and find out what the Kitzbüheler Alps have to offer you.

And another tip: Exclusively for incentive trips, we offer a creative place of thought directly on the mountain, in the middle of the Brixental ski area. Our 'Seminar Hut' is not a classic seminar room, but a place whose equipment and room layout were deliberately chosen differently: here you will find the peace and quiet for undisturbed seminars and a meeting place for a cosy get-together - whether for lunch or an evening torchlight hike.

Tourismusverband
Kitzbüheler Alpen - Brixental
Dorfstraße 11
A - 6365 Kirchberg in Tirol
Telefon +43 57507 2100










Incentive Package 1 | WINTER

2 Nights



3 Days



	MORNING	LUNCH	AFTERNOON	EVENING
DAY 1	Arrival 	Welcome and introduction of the program Lunch in hotel	 Tasting of regional Schnaps	 Evening tobogganing
DAY 2	Skiing or Igloo building 	Lunch in the Seminar Hut 	 Avalanche course	 Musical evening in a mountain hut
DAY 3	Ice skating 	Departure 		



Incentive Package 2 | WINTER

3 Nights



4 Days



	MORNING	LUNCH	AFTERNOON	EVENING
DAY 1	<p>Arrival</p>	<p>Welcome and introduction of the program Lunch in hotel</p>	<p>Guided winter walk</p>	<p>Torchlight walk or Snowtubing, diner in hotel</p>
DAY 2	<p>Ski Early Bird doing the KitzSkiwelt Tour or introduction in cross country skiing</p>	<p>Lunch in the Seminar Hut Building an Igloo</p>	<p>Continuing KitzSkiwelt Tour or Wellness in hotel</p>	<p>Musical evening in a mountain hut</p>
DAY 3	<p>Snow and Avalanche course</p>	<p>Visit of Hahnenkamm Start House Lunch on the mountain</p>	<p>Introduction in Ski Touring or horse-drawn carriage ride</p>	<p>Diner in hotel</p>
DAY 4	<p>Tasting of regional cheeses</p>	<p>Departure</p>		





Experience winter actively



Guided winter hike

When was the last time you hiked through an untouched winter landscape? Or admired the glitter of the sun on the snow crystals and breathed deeply in the cold, fresh air? Together with one of our experienced hiking guides, you can explore the idyllic landscape of our region in the Kitzbüheler Alps on numerous cleared paths - and experience winter with all your senses.



Snowshoe hike

Hiking through forest and meadows on snowshoes is a special experience. In the Tyrolean Brixental you can re-discover this ancient way of getting around: the ascent in an untouched natural landscape, away from the slopes and paths, will inspire you and become an unforgettable memory of your stay here. Wander across the charming villages of Brixen im Thale, Kirchberg in Tirol and Westendorf - and mentally go back to a time when your own two legs were the only means of transport.



Alpaca hike

The small, woolly camels from the Andes also feel at home in the Tyrolean mountains. Stroll with them through the snow-covered landscape, learn lots of interesting facts about their way of life, scratch their ears and calm down in their peaceful closeness.



Introduction of Ski touring

Sliding down the perfectly groomed slopes on skis? (Almost) everyone has

probably done that before. But going up the mountain on skis yourself and enjoying the scenery along the way, is an experience in itself. Just try! The leisurely climb on your own feet makes the subsequent descent all the more rewarding.



Lunch seminar hut

A seminar between unique ski slopes, the most modern gondola lifts, and panorama lifts? Oh yes, with us it's possible! The seminar hut on the mountain whets your appetite: not only for spiritual nourishment, but also for a variety of culinary Tyrolean and local delicacies. Convince yourself - with a lunch with a fantastic view.



Tobogganing

When you were a child, did you like to toboggan down a slope? Then do it again and relive the fun of those days! An exciting toboggan ride in the Kitzbüheler Alps combines a close-up experience of nature with the rediscovery of pure joy. A stop at one of the huts along the toboggan runs is of course part of it - because nothing whets the appetite like exercise in the fresh air!



Avalanche course

Even if you are clever, heed avalanche warnings and stay on the marked slopes - in the worst case it is always good to know what to do. In the avalanche course you will learn how to behave in a critical situation in the mountains, when you can risk skiing in



deep snow, and which danger signs you have to look out for. You will also learn how to use avalanche equipment correctly and how you can help yourself and others.



Ski Early Bird with breakfast

As the old saying goes, the early bird finds the worm. In the Kitzbüheler Alps, it's worth setting the alarm and getting up early: not to find a worm, but to be on the slopes before everyone else. Enjoy the first few descents on deserted and perfectly groomed slopes - and then treat yourself to a hearty mountain breakfast. Bet you want to repeat this experience immediately?



Sunrise ski tour

Get out of bed and up the mountain! At the latest when the first rays of sunshine illuminate the surrounding mountain peaks, you realize that getting up early was worth it. Together with our experienced mountain and hiking guides you will have an experience that you will never forget.



Cross country technique training

Glide effortlessly through the enchanting winter landscape of the Brixental with its romantic side valleys - and reach the most beautiful places in the region via a network of perfectly groomed cross-country ski trails. Together with a trained guide you will learn the right technique and thanks to many helpful tips you can enjoy



Hahnenkamm Start House visit

The Hahnenkamm race is probably one of the most famous ski races in the world. Visit the Start House and experience the atmosphere of the place where the breakneck descent over the Streif begins. You will learn interesting facts about the history of the Hahnenkamm race and can imagine for a moment throwing yourself down one of the toughest pistes...



Guided KitzSkiwelt tour

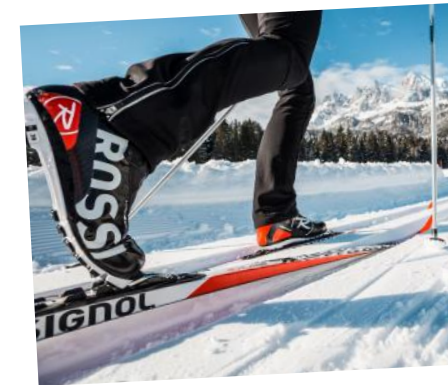
Think you've seen it all when it comes to skiing? Then treat yourself to a day of skiing with your personal guide. Bet that you will discover all sorts of things that surprise you? Look forward to great descents, helpful tips - and last but not least, funny stories. The 88 km long KitzSkiwelt Tour combines both ski areas. This day of skiing is guaranteed to be a highlight of your holiday in the Kitzbüheler Alps!



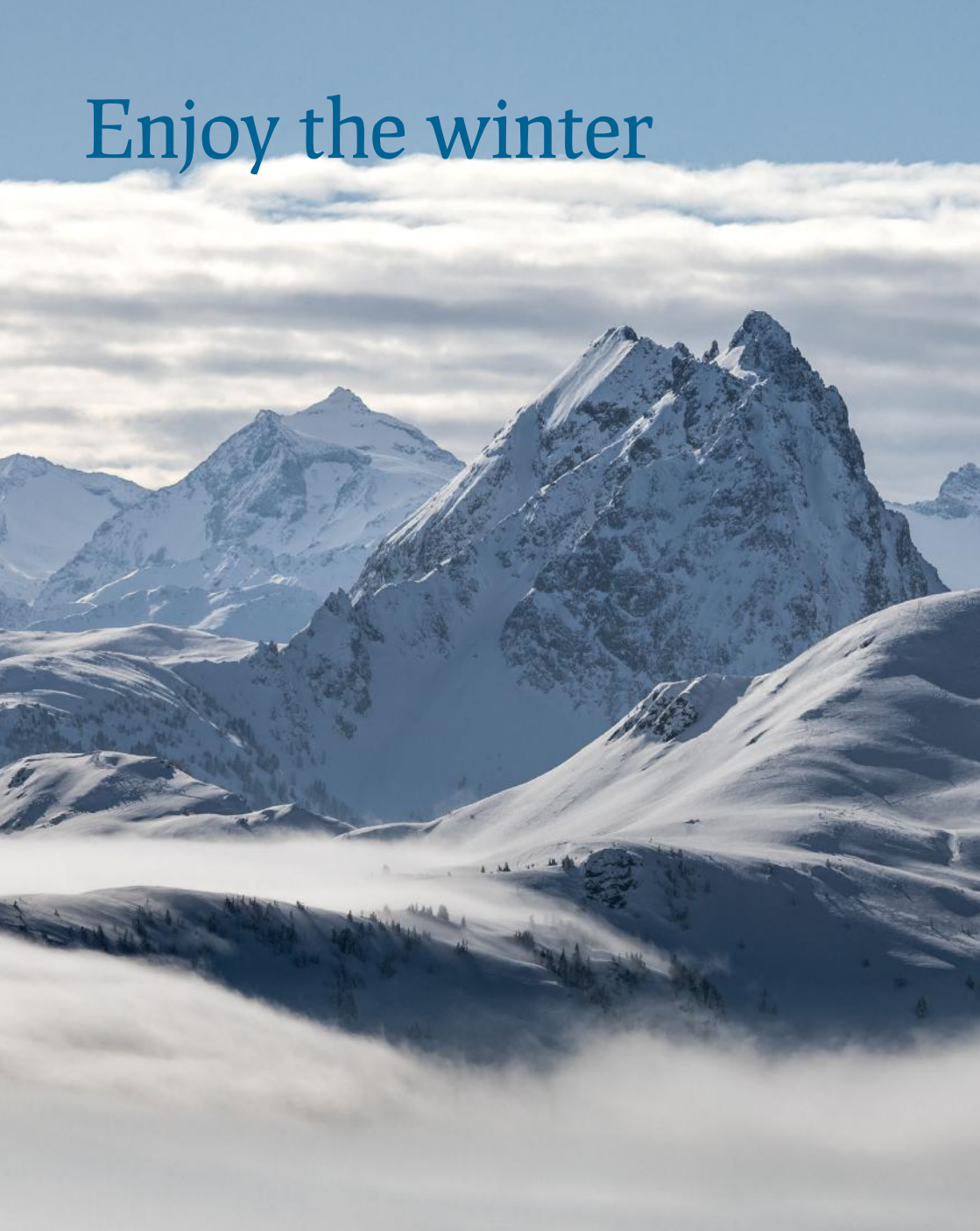
Ski days

The Brixental with its unique location presents you with a tricky decision: Carve in the SkiWelt Wilder Kaiser-Brixental, one of the largest and most modern ski areas in the world - or visit the legendary KitzSki ski area? Whether in Brixen im Thale, in Kirchberg in Tirol or in Westendorf: a total

of over 518 perfectly groomed kilometres of slopes are available to you - for every level from beginners to professionals. State-of-the-art gondolas and lifts take you through an impressive panorama of the mountains of the Kitzbüheler Alps, and thanks to heated seats you don't even get cold. Tired? Then numerous small, rustic mountain huts with service invite you to relax with culinary delights - and make your skiing holiday perfect!



Enjoy the winter



Tasting of regional schnapps/cheese

Would you like to get to know the country and its people, ideally with a bacon sandwich and a schnapps? We will organise it! Some farms in the Brixental sell their own products straight from the farm. So you can buy numerous regional delicacies freshly made - without long transport routes and without any additives. The schnapps distilleries in Brixen im Thale, Kirchberg in Tirol and Westendorf also sell all kinds of regionally produced spirits, and the Kasplatzl (authentic little cheese farm in the mountains) offers tastings of local cheeses. So there you go, cheers and enjoy your meal!



Curling

Curling actually has its roots in Scandinavia - but tell that to a Tyrolean... Team sports have long been part of the traditional regional winter fun for young and old. Being together in nature, surrounded by the dreamlike mountains, and of course having fun playing together, make all borders between languages and nationalities disappear. 'Bua or dirndl' (boy or girl) - who shoots the best? Find out yourself!



Music evening in a Hut

A holiday in the Kitzbüheler Alps without a good time in one of our mountain huts? That would only be half the fun! Spend a cosy evening in one of the numerous rustic mountain huts and experience Tyrolean hospitality with authentic music - "Juchizer" in-



cluded (this is better experienced than translated).



Torch hike

Fire has always had a special fascination for us humans, and it has a special magic in the snowy landscape of winter. Experience this very special atmosphere on a torchlight hike through the Brixental - the sunset over the Kitzbühel mountain peaks is a sight that you will not forget!



Horse-drawn carriage ride

Forget stress and appointments: the clattering of hooves in your ears, the fresh snowy air in your nose and the imposing mountains in front of you, a wintry ride in a horse-drawn carriage will take you to a magical world far beyond everyday life. Hua, let's go!



Ice skating

Put on your skates, get out on the ice, and leave everything behind as you glide weightlessly - that's a feeling of freedom that shouldn't be missing on a winter holiday in Kitzbühel. Sport, fun and nature experience in perfect unity - what more could you ask for?



Night tobogganing

Ready, Set, Go! The 4-seater chairlift takes you directly to the start of the toboggan run, and from there it's downhill, so that the wind will rush around your ears. The spectacular toboggan run on the Gaisberg is one of the most popular winter attractions and is the only one in the vicinity to have the seal of quality for natural toboggan runs. If you can't get enough



of the tobogganing fun during the day, you can indulge your passion even further with the illuminated night tobogganing, and the cosy mountain huts along the route invite you to take a break and have some refreshments. No toboggan? No problem! You can hire toboggans directly at the valley station.



Breakfast on the mountain

When the peaks of Brixental glow in the first rays of sunshine, you know that getting up early was worth it - and after this unique experience you will be rewarded with a delicious breakfast on the alp.

More than 60 huts in Brixental, the Hohe Salve region, the Wilder Kaiser region and Kufsteinerland offer a lot of homemade things: from farmhouse bread with fresh butter and fragrant herb spreads to homemade jams and tasty cheese and bacon. Add to that a fresh breakfast egg and the indescribable feeling of being kissed awake by the sun early in the morning - that's a perfect breakfast on the mountain!



Cooking course local dishes

Would you like to get to know the local cuisine of Brixental better? Then take part in a cooking class! Under the guidance of professional chefs, you will prepare dishes according to traditional recipes, which of course place great value on regional products. Afterwards, we all dine together at the beautifully laid table. Enjoy your meal together!



Forest & Mountain workshop

What is nicer than a wintry snowy forest? Whether you are there to find relaxation or use it for sports and exercise - you will experience its magic in any case. But the forest is also a safe home for many creatures. At the mountain & forest workshop in the Kitzbüheler Alps, you will learn how to behave properly in the world of the forest - and you will get exciting insights into an ecosystem that is equally important for animals and humans.



Ice hockey introduction

Do you only know ice hockey from TV, or have you ever played it yourself? A great ice rink awaits you in Kitzbühel, where you will be initiated into the technique of ice hockey and get to know the most important rules of the game. The theory is then put into practice - in a real game! The necessary equipment will be made available to you in the ice rink.



Alpine igloo

Whether you come on skis or on foot, whether it's snowing or the sun is shining - there's always something to see and marvel at in the Alpen igloo Dorf in Brixental. Passing the ice bar and the restaurant with the huge ice dinner table, you will reach the 'Circus in the Ice' exhibition and, together with your guide, take an impressive tour through the glittering world of ice and snow. Animals, acrobats, clowns and jugglers are the stars of

this year's ice art exhibition - don't miss this excursion into a magical world!



Snow tubing

Do you want to have fun again? And a bit of action may also be included? Then snow tubing is just right for you! The tow lift takes you to the upper end of the ski meadow - and then you slide down to the valley on a bulging tire. Have fun with it!



Build an igloo

If you've always wanted to build your own igloo, make your dream come true! Set up a professional igloo as a team in the middle of the Kitzbüheler Alps and then inaugurate it with a cosy get-together. You will find out: There is a special atmosphere under the snow dome!



Alpine school

Seeing and feeling - everyone can do that, don't you think? The Alpenschule in Westendorf will prove to you that you can still learn a lot! Here the school building is the great outdoors, the snow-covered meadow, the forest and the mountains are the classroom. And the teachers in this school? These are the trees, the animals and the people who live on the mountain farms. The Alpine School will show you how much there is to discover and marvel at in our world.



Cable car tour & Sustainability

Lifts, gondolas and mountain railways - the Kitzbüheler Alps are full of them, otherwise you wouldn't be able to enjoy skiing in this unique region. But how do all these lifts work, what is the daily routine like for the people who work there? You can get answers to these and many other questions on a private tour of the cable car. You will also learn how the mountain railways manage to make their important activities sustainable.

