

Kitzbühel named 'Austria's Best Ski Resort' for the 13th consecutive year

World Ski Awards recognise the world's best ski destinations and companies.

On Monday, 10 November 2025, the winners of the World Ski Awards, now in their 13th year, were announced. Having already won the coveted title in previous years, Kitzbühel was once again named Austria's Best Ski Resort this year.

World Ski Awards

The World Ski Awards are the only global initiative that recognises outstanding achievements in the ski tourism industry and aims to improve current standards. Since its inception in 2013, the sister organisation of the World Travel Awards has annually honoured the best companies and regions in the winter sports industry at national and international level. The numerous categories range from infrastructure providers as 'World's Best Ski Resort Company' to accommodation providers as 'World's Best Ski Hotel'.

The winners are selected by a jury of experts consisting of high-ranking representatives of the winter sports industry, tour operators, agencies and press representatives, as well as the public (ski tourism consumers). After the nominees were announced on 19 June this year, online voting for the favourites took place on the World Ski Awards website from 23 June to 10 October 2025.

Austria's Best Ski Resort

This year's winners were announced on the World Ski Awards website. Despite stiff competition, Kitzbühel once again won the coveted title of 'Austria's Best Ski Resort' for the 13th time in a row, in addition to being named one of the 'World's Best Ski Resorts 2025 - Top 3'.

Dr Viktoria Veider-Walser, Managing Director of Kitzbühel Tourism, is particularly pleased that Kitzbühel has been named Austria's best ski resort for the 13th time: 'I would like to express my sincere thanks to everyone involved in the ski operations and ski resort - from receptionists and cable car staff to ski schools and mountain restaurants - for proving their exceptional performance year after year, enabling us to provide our guests with a high-quality offering.'

Further awards in Kitzbühel

The latest awards for excellence in ski tourism have once again put Kitzbühel and its first-class facilities in the spotlight. Among the winners are Bergbahn AG Kitzbühel, which has once again been named 'World's Best Ski Resort Company', and the Schlosshotel Kitzbühel 5*, which has once again been named 'Austria's Best Ski Hotel'. The Hahnenkamm Lodge can also call itself 'Austria's Best Ski Chalet', while the Rasmushof Hotel Kitzbühel received the award for 'Austria's Best Ski Boutique Hotel 2025'.

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All information about the destination Kitzbühel can be found at kitzbuehel.com