

Kitzbühel Tourism omnipresent with winter advertising

Multi-channel campaign in the defined focus markets.

At this year's General Assembly, Kitzbühel Tourismus presented an excerpt from its extensive winter image campaign - from Vienna via Frankfurt and London to the USA.

Promoting the destination of Kitzbühel is one of the main tasks of Kitzbühel Tourismus. The marketing team has once again drawn up a detailed communication plan for the 2023/24 winter season with a presence in the key cities defined in the strategy using a multi-channel approach.

Particular attention was paid to the key city approach defined at the first meeting of the new Kitzbühel Tourismus Supervisory Board. The markets were divided into A, B and C, all of which are to be used all year round. A markets are those cities where the current guest is located according to Heat Maps, such as Munich, Vienna and London. The B markets include cities with growth potential. In the USA, Kitzbühel is present with a major B2B campaign, including in combination with the promotion of the Ikon Pass, a combined ski pass that is also valid in the Kitzbühel ski area.

With the Kitzbühel bus through London

As part of the Digital First strategy, Kitzbühel Tourismus relies on selected, high-reach out-of-home campaigns and exclusive print placements when planning application activities. The presence in the Kronen Zeitung, Münchner Merkur, Die Welt, Bild and Gala, among others, ensures an analog extension of the digital focus.

Highlights of this year's application include a digital out-of-home campaign in six major German cities and an exclusive 180-degree area at the renowned Frankfurt Airport. In London, the bus branded in the Kitzbühel look has been driving to central locations in the city center since the beginning of October - and will continue to do so until the end of March 2024. Kitzbühel also currently has a prominent presence on St. Stephen's Square in Vienna with CO₂-neutral outdoor advertising on over 140 m².

However, the examples mentioned are just a small selection of the numerous activities. "Taking advantage of the positive winter mood in our most important markets, Kitzbühel is being positioned as My Preferred Place for Being through synergistic use of the analogue and digital space," says Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser.

Inviting image video

Positioning Kitzbühel as a strong brand between nature, sport and lifestyle was also the aim of this year's winter image campaign. After last weekend at the latest, winter has now also visually arrived in the Gamsstadt. Kitzbühel Tourismus is using this time to communicate the three new videos from the current winter campaign more intensively - via its own social media channels and YouTube as well as via TV advertising and various online channels.

Click here for the current winter image spot: www.youtube.com/watch?v=TQ0FIsSC4x8

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