

Kitzbühel Tourism well prepared for the summer season

The building yard of Kitzbühel Tourism ensures the maintenance of the infrastructure in the region.

25.04.2022 / The employees of Kitzbühel Tourism's construction yard make a significant contribution to the positive vacation experience of guests and the satisfaction of locals. The 13-member team is responsible, among other things, for the maintenance of hiking trails, the structural support of events and the preparation of cross-country ski trails in winter.

Most often you can see the building yard team at the various events, but their main task is trail maintenance and maintenance of the infrastructure. There are 9 full-time employees in this department year-round, and in the summer the number increases to as many as 13. The team looks after the four communities of Kitzbühel, Reith, Aurach and Jochberg. The merger of the municipalities into one tourism association area means that resources can be pooled at the building yard site in Kitzbühel and deployed locally as required. On a total area of 1,850 square meters, the Achenweg site houses a workshop, office wing, social room, garages and warehouse.

Premium products with high quality standards

"Our new-premium claim from the branding process is also expressed in the quality of the hiking trails and mountain bike routes," says Viktoria Veider-Walser, managing director of Kitzbühel Tourism. "A high-quality product is a central component of the positive guest experience - for this reason, we have also set the extensive qualification of the European Hiking Quality Seal as a benchmark." The "European Hiking Quality" certification is considered the highest award for hiking villages and underscores the hiking expertise of the entire region.

Hiking trails for locals and guests

During the summer months, the maintenance of the more than 1,000 kilometers of hiking trails in particular is one of the core tasks of the construction yard. At the beginning of the season, the team ensures that the signage and rest benches stored over the winter are professionally installed and that the trails are regularly maintained. To this end, the construction yard employees are out and about on the trails every day, repairing any damage and clearing obstacles out of the way.

Digitization makes its way into the building yard

All trails, benches and signs that are set up in summer and winter are digitally recorded in an app that every employee at the building yard has access to. This ensures that path closures or obstacles can be mapped in real time. Through an interface, all Kitzbühel businesses can access the digital offering and retrieve the latest information at any time. The interactive tour portal of Kitzbühel Tourism also provides an overview of all hiking routes. The digital trail network makes it possible to put together individual tours and download the GPS data to your smartphone. Summit successes can thus also be conveniently recorded in order to receive a digital hiking pin upon successful completion of the hike.

Focus on cross-country ski trails

In winter, the Kitzbühel Tourist Board focuses on the preparation of the more than 70 kilometers of cross-country ski trails in the association's area. To ensure the best possible quality, up to five employees are assigned during the peak season. Depending on snow conditions, the trails are available to locals and guests

free of charge. The signposting of the winter hiking trails is also one of the many tasks of the building yard - this is the only way to ensure that the extensive winter hiking trail network is also fully usable.

You can find all information under [hiking.www.kitzbuehel.com](https://www.kitzbuehel.com/hiking)

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