

Sound | Escape: A Successful Format to Close the Winter Season

Kitzbühel Tourism and its partners set an impressive highlight with electronic beats

3 days - 2 alpine stages - 20 locations - 30+ artists. From Friday to Sunday, from midday until the early morning hours, from the mountain to the valley, with free admission - Kitzbühel Tourism draws a highly positive conclusion for Sound | Escape 3.0, with thousands of visitors.

After two successful editions, Sound | Escape aims to bring new energy to the traditionally quieter second half of March together with its tourism partners. From the outset, the organizers were clear about one thing: admission should be free so that everyone can experience the event.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser sees great potential in this concept: "A weekend full of energy and atmosphere! We already noticed during the first two editions of Sound | Escape that something is happening. More visitors, more committed businesses, more atmosphere - and above all, a real sense of togetherness. The positive feedback from all sides - locals, guests, artists, and partners - shows us that many great ideas and initiatives also hold strong potential during quieter periods." A continuation of the Kitzbühel Boutique Festival is planned for 2027.

Sundowner Premiere at the Kitzbüheler Horn

On Friday, the Kitzbühel Boutique Festival kicked off with top-class acts such as Wolfram and headliner Claptone, celebrating its premiere on the Alpine Stage at Kitzbüheler Horn at the Alpenhaus - complete with a magical sundowner, stunning panoramic views, and far-reaching vistas. Franziska Reisch-Stern and her family provided hospitality for the enthusiastic guests: "Thanks to the excellent organization and marketing by Kitzbühel Tourism, Sound | Escape at our Alpenhaus became a truly special mountain experience at Kitzbüheler Horn."

The Alpine Stage at the Hahnenkamm, hosted at Sonnenrast on Saturday, proved to be a true magnet for fans of electronic music. Kilimanjaro and Joyce Muniz, both already familiar from previous years' main stage in the town center, were delighted to perform their sets on the mountain. Maximilian Brandstätter has been a regular since the very first edition: "Sound | Escape was a real highlight for us - fantastic artists and an incredible atmosphere. It's great to see so many happy guests here. We're already looking forward to next year."

Numerous additional venues on the mountain and in the valley impressed with electronic beats, a high-caliber line-up, and their unique charm. The closing event on Sunday at Hahnenkamm at Bei Tomschy offered a truly special energy.

Bei Tomschy is considered a pioneer of electronic music in the mountains, and Christoph Tomschy was convinced of the concept from the very beginning:

"For me personally and for our entire team, the past weekend was something very special. Sound | Escape managed to combine the magic of music and mountains in a way that cannot be planned - it has to be experienced. The energy, the people, the atmosphere: it was more than just an event, it was a feeling. A huge

thank you to Kitzbühel Tourism and Marvin Aloys for the organization and vision that made this festival possible. It was an honor to be a host and to be part of something that moved so many people. Once again, Kitzbühel has shown how versatile it is – not only in sports, but also culturally and emotionally. We are already looking forward to what’s next – and especially to the next edition of Sound | Escape.”

All information about the Kitzbühel destination can be found at [kitzbuehel.com](https://www.kitzbuehel.com)