Press Release, November 4, 2026

When Kufstein Lights Up: Old Traditions and New Highlights

Kufsteinerland – Illuminated alleyways, festive Christmas markets, and time-honored traditions define the Advent season in Kufsteinerland, stretching from the fortress town to the surrounding villages. This winter in Kufstein, new light installations also invite visitors to discover familiar places from a different perspective. And even after Christmas, the spirit remains alive: With the "1,000 Lights" event, the special atmosphere carries on well into the new year.

Four highlights tell the story of Kufstein

Starting in mid-November, illuminated, oversized figures gradually make their way into downtown Kufstein. Anyone strolling through the fortress town from then on will be drawn to stop and take a closer look at these encounters.

Between City Hall and the fortress entrance, a knight standing about four meters tall commemorates the fortress town's eventful history. His small companion waits at the Upper Town Square in front of City Hall. On the Inn Promenade, a glowing dancing couple symbolizes music, culture, and joie de vivre, while a horse on the city wall at Fischergries connects the town to the Haflinger horse-breeding tradition in Ebbs. The four figures will illuminate these special spots through the end of January 2027.

An Advent Stroll Amid Lights and Tyrolean Delights

The pre-Christmas season takes on a convivial atmosphere in Kufstein's city park. Amid decorated trees and lights, the stalls offer small gift ideas and Tyrolean classics such as hot "Kiachln"—a delicious specialty that can be enjoyed savory with sauerkraut or sweet with powdered sugar—and handmade gingerbread. Punch and mulled wine are served in traditional earthenware mugs, and live music accompanies the Advent days. For children, a carousel and a vintage train are in operation.

A little way above the city's rooftops, the perspective changes. Over 300 fir trees, hand-tied wreaths, and garlands made of fragrant fir greenery transform the Josefsburg and the historic casemates of the Kufstein Fortress into a pre-Christmas wonderland. Countless lanterns and real candles bathe the ancient walls in warm light.

The magic of Christmas unfolds at the fortress on all four Advent weekends. In the casemates, many small stalls invite visitors to browse, artisans demonstrate their techniques, and the Christmas workshop is a hub of crafting and tinkering. The "Engerlpostamt" (Angel Post Office) accepts " " wishes from the youngest visitors, while brass players and carolers provide musical accompaniment to Advent with time-honored songs and traditional melodies.

Those who wish to delve deeper into Kufstein's history can join a night watchman-led tour through the wintry city. Amid historic alleyways and fortress walls, Kufstein's history and Tyrolean Christmas traditions come to life.

As of: 04.11.2026

A few kilometers further on, Advent takes on a village feel

In the villages of the Kufsteinerland region, the focus is on small gatherings, community involvement, and living traditions.

In Bad Häring, a life-size village nativity scene is set up across from the church, with figures crafted by the village community. Throughout the Advent season, the scene evolves from the search for shelter to the visit of the Three Wise Men. Guided nativity scene walks offer a chance to experience the Tyrolean tradition of "Kripperlschauen."

The Advent markets also offer a glimpse into village life: at the "Pölvenzauber" in Bad Häring, the Christmas market in Ebbs, or the "Christkindlmarkt am See" in Thiersee, regional clubs, artisans, and musicians come together.

But the atmosphere isn't always contemplative. Around St. Nicholas Day, the "Peaschtn" parade through the region's towns wearing their hand-carved masks, bells, and elaborately crafted costumes. This somewhat eerie-seeming custom dates back a long way and is just as much a part of Tyrolean winter culture as the "Anklöpfeln," in which groups dressed as shepherds and farmhands go from house to house performing traditional songs.

Thus, in the Kufstein region, two worlds of Advent exist side by side: the illuminated fortress town and the villages, where traditions remain an integral part of community life to this day.

Ring in the New Year with a Glittering Display of Lights

The special festive atmosphere in Kufstein doesn't end with Christmas. At "1,000 Lights," candles, colorfully illuminated facades, and light art transform the city park and Kufstein's downtown. A sky of lights stretches overhead, while fire shows and live music enliven the evenings.

Here, too, you can experience the city from a different perspective: On the "Night Watchman in a Sea of Lights" guided tour, historical tales meet contemporary light installations.

What begins during Advent continues through the New Year. Light becomes the connecting element between the past and the present, between city life and culture—and creates new reasons to discover Kufstein even in winter.

Event Schedule at a Glance

Christmas Market in Kufstein City Park
November 20 – December 20, 2026
Wednesday through Friday: 4:00 p.m. – 8:00 p.m.
Saturday, Sunday, and holidays: 1:00 PM – 8:00 PM
Closed Mondays and Tuesdays, except December 8
More info here

As of: 04.11.2026

Christmas Magic at Kufstein Fortress
November 28–29, December 5–6, 12–13, and 19–20, 2026, 11:00 a.m.–7:00 p.m. each day
More info here

Advent in the Villages
December 12: Ebbs Christmas Market
December 13: Pölvenzauber in Bad Häring
December 13: Christmas Market at Thiersee
More info here

1,000 Lights in Kufstein
December 29 and 30, 2026, and January 5, 2027, 4:30–8:30 p.m.
More info here

Special Tours
Nativity Scene Walk in Bad Häring, Night Watchman Tours during Advent, and the "1,000 Lights" event in Kufstein—for additional dates and information:
More info here

Advent in Tyrol
Kufstein is part of the "Advent in Tyrol" umbrella brand. Eight Tyrolean destinations have joined forces to put regional crafts, cuisine, traditions, and customs at the heart of their Advent markets. Common quality criteria provide the framework for this.
More info here

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Image 1: The festively illuminated Kufstein Fortress towers over the wintry old town, while sparkling light installations and a radiant Christmas tree create a magical Advent atmosphere. © Kufsteinerland/Alex Gretter, AI-generated
Image 2: Festive light installations around City Hall bathe Kufstein's Old Town in a magical Christmas atmosphere. Kufstein Fortress shines in the background. © Kufsteinerland/Alex Gretter, AI-generated
Image 3: Christmas light projections and festive decorations enchant Kufstein's historic old town. Kufstein Fortress shines in the background. © Weiss PR/Johannes Scheffold
Image 4: Winter delights in a cozy atmosphere: Festive lights and Christmas decorations create atmospheric moments in Kufstein. © Kufsteinerland/Thorben Jureczko
Image 5: At the "1,000 Lights" festival, countless candles and colorful light projections bathe Kufstein's Old Town in a magical atmosphere. © Weiss PR/Johannes Scheffold
Image 6: A spectacular fire show thrills the audience at the "1,000 Lights" festival in Kufstein's Old Town. Colorful light projections create a special atmosphere. © Weiss PR/Johannes Scheffold

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