

Bus Austria in Kufstein: Workshop for Coach and Group Tourism with International Participation

Kufstein – At the end of February 2026, Bus Austria staged the 2nd Bus Austria Workshop in Kufstein. Around 75 trade visitors – including coach operators and tour operators from six nations – met with more than 50 exhibitors from Austria and Bavaria. The Kufsteinerland Tourism Board supported the event as regional partner and developed the accompanying programme.

The workshop facilitated compact B2B meetings and focused on current market trends, sustainable mobility and tailor-made group travel products. The event opened with a press breakfast attended by regional and German-speaking trade media. Elisabeth Führer-Resch and Manuel Lampe (Bus Austria), Heiko Rainer (dwif) and Georg Hörhager, Chairman of the Kufsteinerland Tourism Board, discussed recent developments in the group travel market.

In the evening, the Tourism Board hosted participants at Kufstein Fortress, providing space for in-depth networking and an interactive introduction to the Kufsteinerland region. The following day, the Board organised a familiarisation programme including a guided hike around Lake Thiersee, site visits to the craft brewery Bierol, the Plangger cheese dairy and Riedel Glas. Participants gained first-hand insights into the region's natural landscape, local production and internationally active industry.

The event further strengthened Kufsteinerland's position within the B2B segment of coach and group tourism. Direct exchange with international tour operators facilitates programme development for upcoming seasons and increases the visibility of regional tourism partners.

Georg Hörhager, Chairman of the Kufsteinerland Tourism Board, stated: "The Bus Austria Workshop brings key decision-makers to Kufstein and enables focused, business-oriented discussions. This reinforces our role as a year-round destination and provides a solid basis for long-term partnerships."

The Kufsteinerland Tourism Board regards its cooperation with Bus Austria as a strategic impulse to further develop the coach and group travel segment and to enhance regional value creation.

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Photo 1: Heiko Rainer (dwif), Elisabeth Führer-Resch (Bus Austria), Georg Hörhager (Chairman, Kufsteinerland Tourism Board) and Manuel Lampe (Bus Austria) during the press breakfast; © Kufsteinerland Tourism Board/Bus Austria

Photo 2: Bus Austria Workshop at the Kultur Quartier in the centre of Kufstein, with Elisabeth Führer-Resch and Manuel Lampe (Bus Austria), Georg Hörhager and Heiko Rainer (dwif); © Kufsteinerland Tourism Board/Bus Austria

Photo 3: Trade visitor exploring Kufsteinerland via virtual reality; © Kufsteinerland Tourism Board/Bus Austria

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