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Culture manager Kerstin Appel from the Hilti Foundation visits the Kufsteinerland Economic Talks

Kufstein – The Tourismusverband Kufsteinerland welcomed a high-profile guest to the Kufsteinerland Economic Forum: Kerstin Appel, Director of Music for Social Change and Maritime Archaeology at the internationally active Hilti Foundation. The renowned cultural manager accepted the invitation to speak about the role of culture as a catalyst for social development and regional sustainability.

'Where culture takes root, the future grows' – this was the theme of the Tourismusverband Kufsteinerland's economic talk, which this time was devoted entirely to culture. "The interconnection between business and culture is very important to us. Regions such as Kufsteinerland also benefit economically from a strong and diverse cultural scene," emphasises TVB Chairman Georg Hörhager.

The evening was hosted by Viennese consultant, author and journalist Walter Osztovcics, who spoke with Kerstin Appel about international perspectives on culture, social responsibility and the importance of cultural initiatives for strong regions.

During the discussion, Kerstin Appel provided insights into her international work at the interface of culture, society and business. The Hilti Foundation is involved in cultural, social and scientific initiatives worldwide and implements programmes that use music as a tool for social development and education, among other things.

This underlines the important role that culture can play in identity, cohesion and location quality. This also applies to the Kufsteinerland region: In addition to cultural beacons with international appeal – such as the Festspiele Erl, the Passion Plays in Thiersee and Erl, and Kufstein Fortress – numerous small stages, traditional clubs, music bands and an active club life also shape the cultural diversity of the region.

"Culture – in all its diversity – reflects the soul of a region. It connects and inspires people, opens up new perspectives and has been proven to make an important contribution to the economic development of regions," emphasised Kerstin Appel in conversation.

Numerous representatives from business, tourism, culture, politics and society accepted the invitation from TVB Kufsteinerland 2026 to the Vitus & Urban wine bar in Kufstein, including:

District Administrator **Kurt Berek**, President **Barbara Schwaighofer** (Euregio Inntal – Chiemsee – Kaisergebirge – Mangfalltal), WK District Chairwoman **Sonja Altenburger**, **Thomas Sappl** and **Sabine Gwirl** (Hotel Andreas Hofer), the Head of the Provincial Tourism Department **Paul Tolloy**, District Farmers' Association Chairwoman **Christine Lintner**, **Melanie Steinbacher** (KUUSK Regional Management), Cultural Officer **Klaus Reitberger** (Kufstein Municipal Council), Head of Municipal Services **Fiona Primus** (Kufstein Municipal Council), Mayor **Andreas Ehrenstrasser** (Langkampfen Municipality), Mayor **Rainer Fankhauser** (Thiersee Municipality), Mayor **Peter Payr** (Schwoich Municipality), **Andreas Leisner** (Festspiele Erl), **Robert Woods** (Volksbank Kufstein & Kitzbühel), **Josef Feichtner** (Unterberger Immobilien), **Daniela Bucher** and **Christian Greiderer** (Sparkasse Kufstein), **Markus Rauscher** (Vertex GmbH), **Paul Kirchmair** (Warema Austria GmbH), **Walter Garber** (Ablinger & Garber), the

Kufstein-based artist **Hannes Seebacher**, the Kufstein-based musician **Lisa Mauracher**, as well as **Sabine Mair** as Managing Director of the TVB Kufsteinerland and her designated successor **Michael Weiß**.

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Image 1: Business & Culture at the Kufsteinerland Business Forum – Where culture takes root , the future grows: Kerstin Appel from the Hilti Foundation spoke in Kufstein at the invitation of the Tourismusverband Kufsteinerland about the role of culture in building strong regions. Pictured from left: Moderator Walter Osztovcics, Managing Director Sabine Mair (Kufsteinerland Tourist Board), guest speaker Kerstin Appel (Hilti Foundation), Euregio President Barbara Schwaighofer (Kufsteinerland Tourist Board), Chairman Georg Hörhager (Kufsteinerland Tourist Board).

Image 2: Michael Rieser (Raiffeisen Bezirksbank Kufstein), District Administrator Dr Kurt Berek

Image 3: The Kufstein Chamber of Commerce Chairwoman Sonja Altenburger, entrepreneur Christian Mey and Euregio President Barbara Schwaighofer

Image 4: TVB Managing Director Sabine Mair, District Farmers' Association Chairwoman Christine Lintner

Image 5: Julia Malischnig (La Guitarra Erl International Guitar Festival), Daniel Bucher (Sparkasse Kufstein)

Image 6: Claudia Draxl (Raiffeisen Bezirksbank Kufstein), Almut Schobesberger (Circustage Kufstein)

Image 7: Kufstein's City Administrator Fiona Primus and the Head of the Tourism Department of the Province of Tyrol, Paul Tolloy

Image 8: Mayors of Thiersee, Schwoich and Langkampfen: Rainer Fankhauser, Peter Payr and Andreas Ehrenstrasser

Image 9: The designated new Managing Director of TVB Kufsteinerland, Michael Weiß, Sabine and Thomas Sappl (Hotel Andreas Hofer)

Image 10: Managing Director Andreas Leisner (Festspiele Erl), Kerstin Appel (Hilti Foundation)

Image 11: Robert Woods (Volksbank Kufstein), Andreas Heigl (Geissler & Trimmel GmbH)

Image 12: Musician Lisa Mauracher and artist Hannes Seebacher

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