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Kufstein Shines: Four New Highlights Make the City Sparkle

Special Motifs. Special Places. – A knight in front of the fortress, a dancing couple by the Inn River, and a Haflinger horse on the city wall: Starting in November 2026, four new eye-catchers will light up the winter season in Kufstein.

Kufstein - When darkness falls early, Kufstein glows with a magical light. The festively illuminated alleys, historic facades, and squares invite visitors to enjoy the town even after dark. This winter, there's something new to discover: Four large-scale light installations complement the existing festive lighting and create surprising encounters at select locations.

Anyone walking from City Hall toward the fortress will encounter an imposing, approximately four-meter-tall knight in armor and wielding a sword at the Hörfarter Monument, located between City Hall and the fortress entrance. He serves as a reminder of Kufstein's eventful history as a fortress town. Just a few steps away, on the Upper Town Square, his smaller companion awaits—one that will particularly delight children.

Things get lively on the Inn Promenade next to the Karl Ganzer statue: a glowing dancing couple symbolizes music, culture, and the joy of life in the Kufstein region. And if you look up toward the historic city wall at Fischergries, you'll spot a Haflinger horse—a tribute to the region's equestrian tradition, which is particularly associated with Ebbs.

Four spots worth a second look

These highlights aren't just meant to decorate the winter city center. They invite you to pause briefly during your stroll, take a closer look, and perhaps snap a souvenir photo or two. In this way, familiar places become special photo opportunities, and small discoveries turn into moments you'll want to share.

"Kufstein has a strong identity that extends far beyond its well-known sights. We want to continually bring these unique features back into the public consciousness, while also providing fresh inspiration and creating beautiful memories for our guests in the Kufsteinerland region. For us, tradition and new ideas go hand in hand," emphasizes Georg Hörhager, chairman of the Tourismusverband Kufsteinerland.

Starting November 18, 2026, the highlights will gradually make their way into the city center. On December 4, the fourth installation will complete the ensemble. These luminous attractions will remain part of the winter cityscape until the end of January 2027.

Kufstein shines: The new highlights reveal yet another facet—and Kufstein offers four more good reasons to take a stroll through the city even on a dark winter evening and, after a walk, stop by the cozy cafés, lively bars, and authentic restaurants.

Image credit: The attached AI-generated visualizations are for illustrative purposes only. The actual installations may differ in design from the images shown.

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Image 1: The knight, nearly four meters tall, guards the entrance to the fortress at the Lower Town Square. Kufstein. (c)Kufsteinerland/Thorben Jureczko (AI-generated)

Image 2: The little knight waits for companions young and old at the Upper Town Square in front of City Hall. (c)Kufsteinerland/Alex Gretter (AI-generated)

Image 3: The dancing couple on the Inn Promenade invites visitors to experience Kufstein’s cultural life. (c)Kufsteinerland/Alex Gretter (AI-generated)

Image 4: The horse on the city wall at Fischergries highlights the Haflinger tradition at the Fohlenhof in Ebbs. (c)Kufsteinerland/Alex Gretter (AI-generated)

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