

Press Release, October 8, 2026

"9 Plätze – 9 Schätze": Kufstein Fortress Wins Tyrol Vote and Advances to the Finals

Kufstein – Kufstein Fortress has won the Tyrolean vote in the popular Austrian TV show "9 Plätze – 9 Schätze" (9 Places – 9 Treasures), beating two other nominated sites. The city's landmark will now represent Tyrol in the grand final, broadcast by ORF (Austrian Broadcasting Corporation) on October 26, Austria's National Day. There, it will compete against the eight winners from the other federal states for the title of "Austria's Most Beautiful Place 2026."



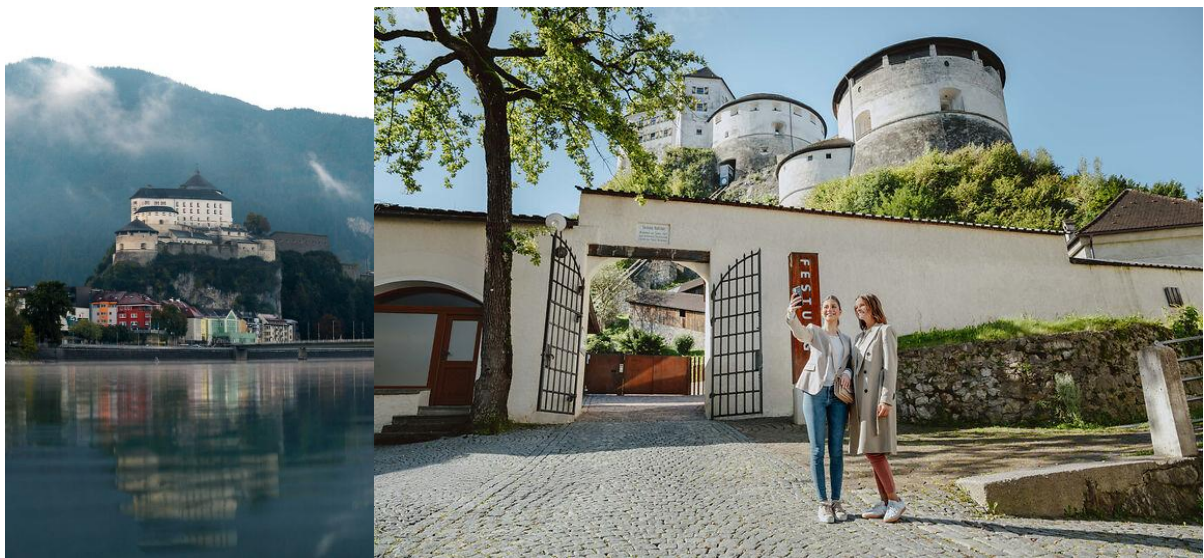
Three special locations were up for vote in Tyrol—Kufstein Fortress, Riffelsee, and Fotschertal—and Kufstein Fortress received the most votes. For the city's landmark, visible from afar, this victory in the Tyrol vote now means advancing to the Austria-wide final of "9 Places – 9 Treasures."

Kufstein Fortress is far more than just a historical backdrop. For centuries, it has shaped the city's history and identity. Today, it serves as a museum and event venue, a setting for cultural events and concerts, a special location for weddings, and a familiar gathering place for locals. Perched high above the Inn River and visible from afar by train and highway, it is inextricably linked in many people's minds with Kufstein and the Kufsteinerland region.



Georg Hörhager, Chairman of the Tourism Association: "The fortress belongs to Kufstein like almost no other place—which makes it all the more wonderful that so many people voted for our landmark and that we now get to represent Tyrol in the Austria-wide final on October 26."

Emanuel Präauer, Managing Director of the fortress: "We are very pleased and honored that Kufstein Fortress was nominated for the Tyrol round of '9 Places – 9 Treasures.' This is a wonderful opportunity to showcase Kufstein's landmark to a wide audience and to demonstrate what makes this place so special."



The Tourismusverband Kufsteinerland, together with local businesses and partners in the region, had actively encouraged people to participate in the voting. With the Tyrol victory, the first round of the competition has been decided. On **October 26**, the nine winning locations from all Austrian federal states will face off in the ORF2 final broadcast.

"9 Places – 9 Treasures" Finale

Monday, October 26, 2026 – 8:15 p.m. – ORF2

Kufstein Fortress represents Tyrol in the Austria-wide final and thus has a chance to win the title of **"Austria's Most Beautiful Place."**

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Image 1: The imposing towers and historic walls of Kufstein Fortress bear witness to its centuries-old history. © Kufsteinerland / Thorben Jureczko

Image 2: A walking path leads along the historic fortress walls to the striking tower of Kufstein Fortress. © Kufsteinerland / Lisa Eiersebner

Image 3: Kufstein Fortress, with its striking Kaiser Tower, rises against the impressive backdrop of the Kaiser Mountains. © Kufsteinerland / Peer Kolberg

Image 4: The famous Heldenorgel, the world's largest open-air organ, resounds at Kufstein Fortress. © Kufsteinerland / Maximilian Dhom

Image 5: Kufstein Fortress is reflected in the calm waters of the Inn River against a backdrop of mist-shrouded mountains. © Kufsteinerland / Evolumina

Image 6: Kufstein Fortress combines centuries-old history with lively experiences and special moments. © Kufsteinerland / Thorben Jureczko

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