

Press Release, July 27, 2026

## **MICE Ladies Visit Kufsteinerland: New Retreat Strengthens Position as a MICE Destination**

**Kufstein – For the first time, the Kufsteinerland Tourism Association, in collaboration with the MICE Ladies, hosted an exclusive “Yoga & Culture Retreat” in Kufsteinerland. As part of this innovative event format, ten female event planners and the network’s founder, Tanja Knecht, experienced Kufsteinerland as a MICE destination from July 24 to 26, 2026, in conjunction with themes of personal development and rejuvenation.**

The retreat centered on an approach that has been rare in the traditional MICE sector to date: rather than focusing exclusively on venues and infrastructure, the Kufsteinerland Tourism Association brings the region to life through its people, its culture, and its unique places. Professional exchange, personal development, and regional identity formed the common framework for the event. The goal was to introduce female decision-makers in the meetings and conferences industry to Kufsteinerland not only as an event destination but as a region where sustainable relationships and new perspectives can flourish.

The program deliberately combined networking with inspiring encounters and extraordinary experiences. It kicked off with a discussion with regional lodging providers and tourism partners, complemented by an “Inspiration Talk” featuring Viktoria Fahringer (Hotel Viktorias Home & Cooking School) and “Betty Pearl,” aka Herbert Oberhofer. This was followed by stops such as Kufstein Fortress, qigong in the Tischofer Cave in the Kaisertal Valley, a keynote address by Anna-Pia Edelmann and Mario Situm on the topic of resilience at the Kufstein Tyrol University of Applied Sciences, a visit to the yoga.tage Kufsteinerland, the opera “Carmen” at the Tyrolean Festival in Erl, and yoga at the Breitenjoch after taking the Kaiserlift up the mountain. The fact that the retreat took place concurrently with the yoga.tage Kufsteinerland was no coincidence: The combination of business, regeneration, and personal development was a deliberate part of the concept and was intended to provide new inspiration for contemporary MICE formats.

Interest in the new format was high: All ten spots were filled shortly after the call for applications went out. This underscores the growing interest in formats that combine professional exchange with regional experiences and personal development.

Michael Weiß, Managing Director of the Kufsteinerland Tourism Association, emphasizes: “Especially in the MICE sector, successful collaborations and ideas arise from personal relationships, encounters, and shared experiences—not just from exchanging business cards. This retreat has made it visible and tangible just what special places, personalities, and opportunities Kufsteinerland offers to strengthen tourism year-round.”

With innovative MICE events, the Kufsteinerland Tourism Association is strategically expanding its activities in a promising business sector. The collaboration with the MICE Ladies gives the region’s hosts access to a relevant network of event planners and decision-makers.

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**Image 1:** MICE Ladies Travel Tribe founder Tanja Knecht (left) in conversation with Viktoria Fahringer (center) and Betty Pearl

**Image 2:** Kickoff event for the “Yoga and Culture Retreat” at the Panoramabar in the Auracher Löchl

**Image 3:** Ten event planners from Germany and Switzerland discover the Kufsteinerland as a MICE region

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