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Tourism association presented the Kufsteinerland region at the Olympic Games

***Kufstein/Cortina d'Ampezzo* – International stage for the Kufsteinerland region: The tourism association presented the region at the Austria Tirol House during the Olympic Games in Cortina d'Ampezzo.**

Just a few days after its appearance at Berlin Fashion Week, the Kufsteinerland Tourism Association set its sights on its next international marketing focus – this time in Italy during the Olympic Games. At the Austria Tirol House, the region presented its tourism offerings with a focus on culture.

"We presented our Kufsteinerland region and everything that makes us such an attractive travel destination. The focus was on culture, cuisine, and nature experiences—topics that are particularly important to Italian guests and where we have a strong offering," said TVB chairman Georg Hörhager.

Part of the small TVB delegation included Julia Malischnig, director of the renowned international guitar festival *La Guitarra Erl*. She delighted the guests with a live performance at the Austria Tirol House.

The promotional campaign targeted Italian tour operators, agencies, media representatives, and business partners. "Maintaining existing contacts, establishing new ones, and presenting our region in the best possible light—we have achieved this goal," emphasizes Hörhager.

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Press photos: Publication for editorial purposes free of charge if the image source is stated

Image 1: Georg Hörhager (Chairman, TVB Kufsteinerland), Roswitha Stadlober (President of the Austrian Ski Association [ÖSV]), Julia Malischnig (Director of La Guitarra Erl), Mario Gerber (State Councilor for Economy, Tourism, and Digitalization), (c) TVB Kufsteinerland/Jan Hetfleisch

Image 2: The Kufsteinerland Tourism Association presented the region together with seven other TVBs at the Austria Tirol House during the Olympic Games in Cortina d'Ampezzo, (c) TVB Kufsteinerland/Jan Hetfleisch

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