

Press Release, July 27, 2026

From the Brentenjoch to the Fortress and on to Thiersee: yoga.tage Delighted Attendees with Special Places of Power

Kufstein – With around 180 participants from Austria and Germany—including guests from Aurich on the German North Sea coast—the yoga.tage in the Kufsteinerland region set a new attendance record from July 24 to 26. For the eighth time, the festival combined yoga with the region’s extraordinary natural and cultural sites in more than 30 sessions.

Yoga on the mountain at Brentenjoch, with a view of the Kaiser Mountains, was particularly popular and was the first session to sell out. Among the most popular program highlights, each drawing over 80 yogis, were the opening session with Kati Mairhofer, the sound journey “Journey to Your Soul” with Dieter & Richard, the SOLO PIANO SOUNDBATH by Esh Loh, and the closing Sound Flow concert by Ügxy and his band at the Kultur Quartier Kufstein.

In addition to instructors from the Kufsteinerland region, renowned yoga teachers from other regions—including Berlin and Frankfurt—also contributed to the program. In this way, the yoga.tage festival highlighted what sets the Kufsteinerland apart throughout the year: a vibrant yoga community, numerous qualified instructors, and yoga as an integral part of the region’s experiential offerings—even beyond the yoga.tage festival itself.

This year, the yoga.tage were once again held as a Green Event Tirol. With this sustainable event concept, the tourism association is sending a clear message in support of resource-conserving events.

“The yoga.tage are far more than just a festival—they embody an attitude that is lived out in the Kufsteinerland region. When nature, mindfulness, and community come together, experiences are created that touch people deeply and remain in their memories for a long time,” summarizes Michael Weiß, Managing Director of the Kufsteinerland Tourism Association.

Following the festival’s success, attention is already turning to next year: The yoga.tage in Kufsteinerland will take place from July 23 to 25, 2027.

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Image 1: Over 80 yogis, together with Tyrolean yoga instructor Kati Mairhofer (on stage), kicked off this year’s yoga.tage at the KulturQuartier Kufstein

Image 2: The yoga platform at Brentenjoch in the Kaiser Mountains is not only a special place for yoga practice but also offers “special” encounters

Image 3: Sound and yoga are inextricably linked at the yoga.tage, as seen during the SOMA Breathwork Awakening Journey led by Genna Resch (center)

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