

5th GXN Network Conference 2026

Welcome to Kitzbühel

Your Complete Participant Guide

6 – 9 October 2026 · Grand Tirolia Hotel, Kitzbühel, Tyrol, Austria

A personal welcome from the organising team

We are delighted to welcome you to Kitzbühel for what promises to be an exceptional few days — golf, great company, a stimulating conference and the kind of mountain atmosphere that stays with you long after you've returned home. This guide contains everything you need: the programme, how to get here, what to expect, and how to reach us. We're with you every step of the way.

Event Programme at a Glance

Four days in the Alps — from your arrival in Kitzbühel to a relaxed farewell. Here is what awaits you:

Tuesday, 6 October — Arrival & Welcome Evening

From 14:00	Arrival	Check in at the Grand Tirolia Hotel. Take your time to settle in, explore the hotel and breathe the mountain air.
18:00 – 19:00	Get ready	Freshen up and meet fellow participants in the hotel lounge.
19:00 onwards	Cocktail Evening	A relaxed welcome reception with cocktails, light bites and conversation. The perfect way to arrive — no agenda, just people

The tone for the week

The cocktail evening is deliberately informal. Come as you are, meet who you meet, and let the week begin naturally. The Grand Tirolia's bar and terraces make for a wonderful setting as the evening light fades over the Alps.

Wednesday, 7 October — Golf Tournament Day

08:00 – 09:30	Breakfast	Full breakfast at the hotel. Golfers are advised to eat well — it's a full round ahead.
09:30	Arrival at course	Make your way to Golf Eichenheim, located directly adjacent to the hotel.
10:00	TEE Off	The GXN Golf Tournament begins. We will play Texas Scramble. Schedule will be provided close to the event
10:00	Beginners' Clinic	Parallel programme: a guided golf taster session for non-golfers, led by PGA professionals on site.
10:00	Nature Programme	Alternative: a guided walk or outdoor activity in the surrounding Tyrolean Alps for those preferring nature over golf.
14:00 – 15:30	Lunch on the terrace	All participants — golfers and non-golfers — gather at the Gasthaus Eichenheim for lunch on the sun terrace.
Afternoon	Free time	Explore Kitzbühel, the hotel spa or simply relax. The afternoon is yours.
18:30	Dinner	Golf Award Ceremony and dinner.
	GXN-Club	Networking at the Jazzclub of the hotel

Thursday, 8 October — Conference Day

08:30 – 09:00	Breakfast	Breakfast at the Grand Tirolia
09:00 – 09:10	Conference opens	Welcome and opening session by Michael Freter
09:10 – 10:00	GXN Keynote	Michael Freter & Florian Rotberg present the latest market-update, figures & developments
10:00 – 10:15	Networking Break	Coffee & Conversations
10:15 – 11:15	Keynote: Achim Berg	How technology and M&A is driving the economy – Global Insights From his senior leadership roles at Microsoft in Seattle, Deutsche Telekom, Dell and Bertelsmann to his work as a private equity investor for leading US investors and advisor for large enterprises
11:15 – 12:00	Panel I: Drowning in Data, Starved of Insights Leader: Alistair Mylcrest	Lost in connection Caleb Gilbertson (merch.ai), Maarten Boone (Brikl)
12:00 – 13:00	Lunch at	Enjoy the Austrian Food
13:00 – 13:30	POD – The Business Driver Jayson Tompkins	NN
13:30 – 14:00	Panel Global Eco Study	Drew Holmgreen
14:00 – 14:45	OneVoice – Establishing ROI in the Merch Industry	Drew Holmgreen (PPAI), Fred Misseri, Marc Rugi (bic graphic), Steven Baumgärtner (cyberwear) discussing a unique opportunity for the industry
14:45 – 15:00	Coffee Break	
15:00 – 15:45	Global Leaders	NN
15:45	Strategy-Awards	
16:00	GROUP-Foto	location TBD
16:15 – 18:00	Speed Dating & Group-Networking	
Hüttenabend	„Hofalm“	The highlight of the week: a traditional Tyrolean mountain hut evening. Good food, live music and the warmth of Alpine hospitality in a spectacular setting.

About the Hüttenabend

A Hüttenabend — literally 'hut evening' — is as Tyrolean as it gets. Think rustic wooden interiors, open fires, hearty food, Schnapps and spontaneous singing. It is an experience that brings people

together in a way that no conference dinner in a hotel ballroom ever could. Dress warmly and come ready to enjoy yourself.

Friday, 9 October — Conference Close & Departure

08:00 – 09:30	Breakfast	Breakfast at the Grand Tirolia
08:00 – 09:00	<i>Women in Promo Breakfast Session</i> Moderator: Carleen Grey	The GXN Women in Promo initiative will go into the next round (Morning Breakout)
09:00 – 09:30	Women in Promo Update	Wrap-Up from Day 1 and Update from the Women in Promo Initiative
09:30 – 09:45	Hannah Lyrek Live Session	Live from Norway; an update on the Iditarod session from the GXN conference Lisbon 25
09:45 – 10:15	<i>Executive Development Program in Promo</i> Dr. Georgie Lack	Georgie will give concrete insights on the needs and demands
10:15 – 10:45	Coffee Break	
10:45 – 11:15	<i>Consolidation in the Merch Industry Panel</i>	<i>One merger after the other! – The industry consolidation is reaching a new level</i>
11:15 – 11:30	AI in Practice Dr. Christoph Menzel	From strategy to concrete showcases. AI insider Dr. Christoph Menzel is providing concrete solutions. Menzel worked for Mercedes and Porsche consulting.
11:30 – 12:00	Global Trends Panel	Ashish Mittal (ASI), Drew Holmgreen (PPAI), Alistair Mylcrest (SC), Petra Lassahn (PSI)
12:00 – 12:30	GXN Founders Panel	5 Years GXN – Whats next?
12:30 – 13:00		Wrap-Up & Conference 2027
13:00	Conference close	
Afternoon	Optional	No rush to leave. Stay and enjoy Kitzbühel and the scenic mountains.

Stay a little longer

If your schedule allows, we strongly encourage you to spend Friday afternoon or even Saturday morning in Kitzbühel. The old town in October is exceptional — quieter than summer, beautifully lit and fully alive with the pleasures of the Tyrolean autumn.

Your Venue — Grand Tirolia Hotel

The GXN Network Conference 2026 takes place at the Grand Tirolia Hotel Kitzbühel — one of the finest hotel addresses in the Austrian Alps. Located directly on the award-winning Eichenheim golf course, the hotel combines authentic Tyrolean character with contemporary luxury and exceptional service.

	Grand Tirolia — at a glance
Address	Grand Tirolia Hotel Kitzbühel, Eichenheim 9, 6370 Kitzbühel, Austria
Character	Elegant Alpine hotel — traditional style with modern touches; warm, personal service
Location	Directly on Golf Eichenheim, with panoramic views of the Kitzbühel Alps
Rooms	Spacious rooms and suites in traditional Alpine style with all modern amenities
Spa	Grand Alpin Spa — indoor and outdoor pools, six saunas, eleven treatment rooms
Dining	Three restaurants, bar, wine bar Leopold, and library lounge
Terraces	Two sun terraces with uninterrupted views of the Tyrolean Alps
Conference	Meeting rooms, boardrooms and a ballroom for up to 400 guests
From Kitzbühel centre	Approx. 10 minutes by taxi or hotel shuttle

A note on the setting

The Grand Tirolia is not just a hotel — it is a destination in itself. The views from the sun terrace across the Eichenheim fairways and the surrounding peaks are genuinely breathtaking in October, when the first snow dusts the high ridges and the valley below burns with autumn colour. Mornings here are something special.

The Golf Tournament — Golf Eichenheim

The GXN Golf Tournament takes place on one of the most celebrated golf courses in Austria — Golf Eichenheim, located directly beside the Grand Tirolia Hotel. You will, quite literally, step off the hotel terrace onto the first tee.

About Golf Eichenheim

Golf Eichenheim is widely regarded as one of the finest mountain golf courses in Europe. Designed by renowned American golf architect Kyle Phillips and opened in 2000, the course was conceived with a single guiding principle: the art of working with nature.

The result is a course unlike any other. Steep rock faces, natural mountain streams, dense deciduous woodland and sweeping long par holes combine to create an atmosphere that is both dramatic and serene. The course plays 6,092 metres as a par-71 layout, with a difference in altitude of 116 metres across the 18 holes — enough to make every round a genuine physical and strategic challenge, but never at the expense of sheer enjoyment.

The course in numbers

18 holes · Par 71 · 6,092 metres · 116 metres altitude change · Designed by Kyle Phillips ·
 Opened 2000 · Ranked among the top courses in Austria and Europe

The GXN Tournament Format — Shotgun Start

Our tournament uses a Shotgun Start — one of the most enjoyable formats in competitive golf, and a perfect choice for a group event. Here is what it means:

- At exactly 10:00, all groups tee off simultaneously — each from a different hole across the course.
- This means the entire field plays together in real time. There is no waiting at the first tee, no early vs late groups — everyone starts and finishes at roughly the same time.
- It creates a wonderful atmosphere: wherever you are on the course, there are players around you, and the competitive buzz is felt across all 18 holes at once.
- All players gather at lunch at approximately the same time, making the post-round celebration easy and inclusive.

Practical Information for Golfers

	Golf tournament essentials
Handicap	A valid handicap certificate from your home club is required. Handicap limit: 54
Dress code	Proper golf attire required. No denim jeans. Soft spikes only (no metal spikes).
Golf clubs	Club hire is available at the Pro Golf Shop on site. Please let us know in advance if you need to hire clubs.

Golf carts	E-cars with GPS are available for hire. Walking the course is also very doable — it is hilly but manageable.
Caddy bag	Trolleys and electric trolleys available on site.
Warm-up	A driving range with 30 tees (13 covered), practice bunker and putting green is available from early morning.
Weather	October can be cool and changeable. Bring a waterproof jacket, a warm layer and a hat. The course is open in all but the most extreme conditions.

For Non-Golfers

Not a golfer? No problem at all — there are two excellent alternatives running in parallel:

Beginners' Golf Taster (Schnupperkurs)

The PGA Golf School at Eichenheim offers a professional introduction to golf for complete beginners. Led by certified PGA professionals, the session covers the basics in a relaxed, no-pressure environment. Many participants find this is how a lifelong passion begins. Equipment is provided.

Nature & Outdoors Programme

For those who prefer to take in the surroundings on foot, a guided outdoor programme is arranged in the Tyrolean landscape around Kitzbühel. October walks in the Alps are among the most beautiful experiences the region offers — crisp air, autumn colour and mountain panoramas that no photograph does justice to.

Kitzbühel — The Pearl of the Tyrol

Nestled between two iconic mountains — the Hahnenkamm and the Kitzbüheler Horn — Kitzbühel is one of the most beautiful and storied towns in Central Europe. It has been welcoming guests for over 170 years, and everything about it reflects that tradition: the streets are safe and walkable, the hospitality is genuine, and the setting is simply spectacular.

A Brief History

The town has roots stretching back over 3,000 years, when Celtic tribes mined copper in these mountains. Its name first appeared in records in the 12th century, and it received full town status in 1271. Kitzbühel was a Bavarian town for much of its early history — it only passed to the Tyrol in 1504 — which is why it shares such deep cultural and architectural kinship with Munich.

Silver mining in the 16th century brought great prosperity, and the elegant pastel-coloured townhouses that line the pedestrian zone today are a direct legacy of that wealth. The town was spared from the wars that devastated much of Europe, which is why the medieval old town survives so wonderfully intact.

In 1893, local Franz Reisch skied down from the Kitzbüheler Horn and effectively invented Austrian alpine skiing. By 1929, the Hahnenkammbahn — the world's first cable car built for skiing — was running. Today, the Hahnenkamm downhill race each January is one of the most famous sporting events on earth.

What to Expect in October

October is one of the finest times to visit Kitzbühel. The summer crowds have gone, the first snow dusts the high peaks, and the valleys glow with autumn colour. The restaurants are at their best, the town is calm and the air is clean and sharp.

October weather

Expect daytime temperatures of 8–14°C (46–57°F), cool evenings around 2–6°C (35–43°F). Pack warm layers, comfortable walking shoes and a light rain jacket. The cobblestones in the old town are charming but uneven — practical footwear is recommended over heels.

Exploring Kitzbühel

The Old Town

The Hinterstadt and Vorderstadt — the two main streets — are lined with 14th and 15th-century townhouses painted in shades of cream, rose and ochre. The Church of Our Lady and St Andrew's Church both reward a brief look inside. The Goldener Greif, first mentioned in 1270, is one of the oldest guesthouses in Austria and an outstanding dinner destination.

The Schwarzsee

A 20-minute walk from the centre, the Schwarzsee (Black Lake) is serene and beautiful in autumn light. An easy, flat path circles the entire lake — ideal for a gentle morning or evening stroll.

The Hahnenkamm Gondola

Running in October, the gondola delivers panoramas across the entire Tyrolean Alps. On a clear autumn morning, the views stretch from the Wilder Kaiser to the Hohe Tauern. Highly recommended.

Food & Drink

Tyrolean cuisine is hearty, refined and completely unpretentious. Look for Tiroler Gröstl (pan-fried potatoes with beef), Kasnocken (cheese dumplings), Wiener Schnitzel and outstanding cakes. Kitzbühel's restaurants take hospitality seriously — service is warm and standards are high across the board.

Getting Here from Munich

Kitzbühel is extremely well connected to Munich. The journey is shorter and easier than most first-time visitors expect — and the scenery along the way is a welcome beginning to the week.

No need to worry

Whether you have never visited this part of Austria before or are travelling alone for the first time, the route from Munich to Kitzbühel is straightforward and well-signposted. Our team is available to help with any questions before your journey — just ask.

Option 1 — By Train (Recommended)

The train is the most relaxed and scenic option. You board in the heart of Munich and arrive directly in the centre of Kitzbühel — no parking, no navigation, no stress. Sit back and watch Bavaria give way to the Tyrolean Alps.

	Train journey at a glance
Departure	München Hauptbahnhof (Munich Central Station)
Arrival	Kitzbühel Bahnhof — 5 minutes' walk from the town centre
Journey time	Approx. 1h 50m – 2h 30m depending on connection
Frequency	Around 13–19 trains per day; departures roughly every hour
Change	Usually one change at Wörgl Hbf — seamless, same platform
Ticket price	From approx. €13–15 if booked in advance
Book at	bahn.de or oebb.at — English available on both sites

Step by step from Munich Central Station:

- Board a train towards Innsbruck or Kufstein (check your ticket for the exact service).
- Change at Wörgl Hbf — follow signs for Kitzbühel / St. Johann. The connection is short and clearly marked.
- Arrive at Kitzbühel Bahnhof. The Grand Tirolia Hotel is approx. 10 minutes by taxi from the station.

Travelling from Munich Airport (MUC)?

Take the S-Bahn S8 line directly from the airport to München Hauptbahnhof — about 40 minutes. From there, follow the train directions above. Total journey time from airport to Kitzbühel is approximately 2h 45m – 3h 15m.

Option 2 — By Car

	Driving at a glance
Distance	Approx. 100 km (62 miles)
Driving time	Approx. 1h 30m – 1h 50m (depending on traffic)
Route	A8 motorway (towards Salzburg) → A12 Inn Valley motorway → B161 to Kitzbühel
Border	Germany–Austria at Kufstein — no passport check for EU / Schengen travellers
Toll vignette	Austria requires a motorway vignette. A 10-day sticker costs approx. €9.90 — available at the border and petrol stations.
Sat-nav	Set to: Grand Tirolia Hotel, Eichenheim 9, 6370 Kitzbühel, Austria
Parking	The hotel has parking available for guests.

Option 3 — Private Transfer

Private door-to-door transfer services run directly between Munich city centre or Munich Airport and Kitzbühel. Journey times are comparable to driving, and a driver will be waiting for you on arrival. Our team can recommend vetted providers — just ask in advance.

Practical Information

	Useful information for your stay
Language	German is the local language. English is spoken in all hotels, restaurants and shops. You will have no difficulties.
Currency	Euro (€). Credit cards accepted almost everywhere.
Time zone	CET (UTC+1 in October)
Tipping	5–10% in restaurants is customary. Rounding up the bill is the usual approach.

Wi-Fi	Available in all hotel areas and most restaurants. Connection is reliable.
Emergency	European emergency number: 112 · Police: 133 · Mountain rescue: 140
Hospital	Bezirkskrankenhaus St. Johann in Tirol — approx. 15 minutes by car
Nearest pharmacy	Several pharmacies in Kitzbühel town centre — open daily

We're Here for You

The GXN organising team is actively supporting all participants before, during and after the event. No question is too small, no situation too complicated. We know this town, this hotel, this golf course and this journey inside out — and we genuinely want your experience to be seamless from the moment you leave your front door.

- Need help planning your train connection? Just ask.
- Unsure about the route by car? We'll send you step-by-step directions.
- Need a club hire at Eichenheim? We'll arrange it.
- Arriving early or late and need advice? We've got you.
- Something unexpected comes up on the way? Call us.

Contact details for the organising team will be provided separately. Please save them to your phone before you travel — just in case.

Our promise to you

Unknown terrain becomes familiar the moment you have someone to call. You have us — and we genuinely look forward to welcoming you to Kitzbühel in October.

— See you in Kitzbühel —