

Sepp Straka to Tee Off at the Austrian Alpine Open 2026 in Kitzbühel – Tirol

Updated on October 15, 2025

Austria's biggest golf tournament is set for its ultimate highlight: Sepp Straka, currently ranked No. 15 in the world, two-time Ryder Cup winner, four-time PGA Tour champion, and the most successful Austrian golfer of all time, will compete at the Austrian Alpine Open 2026 presented by Kitzbühel – Tirol.

The tournament will take place from May 28 – 31, 2026, at the Golfclub Kitzbühel-Schwarzsee-Reith, as part of the DP World Tour – Race to Dubai 2026. The announcement also marks the official start of ticket sales for this prestigious DP World Tour event.

“I’m very happy to return to Austria and play in our national Open again after five years,” says Sepp Straka. “It was great to see the event back on the DP World Tour calendar last year, and I’m delighted to include it in my 2026 schedule. It’s been a while since I’ve played in front of a home crowd, and so much has happened in that time. It will be a fantastic opportunity to celebrate these successes with my family, friends, and fans – I can’t wait.”

Straka’s appearance in Kitzbühel is the result of the tireless efforts of the Golf Enterprises GmbH organizing team and the DP World Tour management. For months, they have worked with professionalism and personal commitment to bring Austria’s golf hero back home.

Edwin Weindorfer, CEO and Founder of Emotion Group / Golf Enterprises, explains: “We’ve been working for more than six months to bring Sepp to our tournament. It didn’t quite work out in Salzburg – but now our dream has come true. Sepp Straka becomes part of our vision to establish the Austrian Alpine Open presented by Kitzbühel – Tirol as the ‘Hahnenkamm of Summer.’ We’re immensely proud to present this figurehead of Austrian golf and sport to our fans. With this great news, we’re launching ticket sales and expect to surpass the outstanding result from Altentann, which attracted around 18,000 fans.”

Following its successful premiere at GC Gut Altentann 2025 in SalzburgerLand, Austria’s biggest golf event will move as planned to Tirol in 2026 – a partnership envisioned from the start.

Leo Bauernberger, CEO of SalzburgerLand Tourismus, one of the driving forces behind the DP World Tour’s return to Austria, notes: “This DP World Tour event will showcase the outstanding golf experiences of Austria’s Alpine regions to a global audience. The premiere in SalzburgerLand was an excellent start,

and I congratulate Kitzbühel and Tirol on securing Sepp Straka – an incredible success that will be a highlight for golf fans in Austria, Germany, and Switzerland.”

Mario Gerber, Tyrol’s Minister for Economic Affairs and Tourism, also looks forward to the event: “This tournament perfectly illustrates how sporting excellence, sustainable tourism development, and economic value creation can go hand in hand. The combination of athletic passion, regional identity, and innovative event management makes the Austrian Alpine Open a true showcase for our region.”

Kitzbühel – The Most Legendary Sports Town in the Alps

With the return of Austria’s biggest golf event, Kitzbühel once again strengthens its reputation as the most legendary sports town in the Alps. Alongside the Hahnenkamm Races and the Generali Open, golf will now also take center stage with stars like Sepp Straka.

Dr. Christian Harisch, Chairman of Kitzbühel Tourismus, states: “Winning the Austrian Alpine Open as part of the DP World Tour for Kitzbühel – the golf capital of the Alps – is more than a sporting highlight. It’s a strong statement for the future of Kitzbühel as a year-round alpine destination.”

The venue for the 2026 Austrian Alpine Open, Golfclub Kitzbühel-Schwarzsee-Reith, is already shining in new splendor months ahead of the big homecoming with Sepp Straka. The course has been completely renovated with new tees, redesigned bunkers, and a state-of-the-art short-game area, meeting international standards while retaining Kitzbühel’s unmistakable alpine character.

At the same time, Golf Tirol presents itself as an ideal partner for the event. More than 20 golf clubs, including 16 partner courses, invite visitors to explore the most beautiful landscapes in the region. Between majestic peaks and gentle valleys, golfers will find perfectly maintained fairways and breathtaking views. The Golf Tirol Card opens access to all 16 premium courses – from relaxed 9-hole rounds to championship layouts at spectacular altitudes.

Additional Statements

Dr. Viktoria Veider-Walser, Managing Director of Kitzbühel Tourismus: “We are very proud and grateful that the Austrian Alpine Open 2026 will take place in Kitzbühel. It’s a wonderful acknowledgment of the outstanding work being done daily in our region. Kitzbühel uniquely combines sporting excellence with touristic appeal – perfect conditions for a tournament of this global scale. Having a true role model like Sepp Straka with us is a great honor. The strong interest and numerous inquiries we’ve already received show how powerful the Kitzbühel brand truly is. Our thanks also go to the local team – the DP World Tour’s Head Agronomist rated the course in excellent condition. Of course, there’s still a lot to do, but we take on this task with great enthusiasm and motivation.”

Patricio Hetfleisch, Marketing Director and Authorized Officer, Tirol Werbung: “The Austrian Alpine Open will not only deliver fantastic sport but also shine an international spotlight on the region’s exceptional golf offerings and Tyrol’s breathtaking landscapes. The DP World Tour is one of the largest professional golf series worldwide. Moreover, the early-summer date strengthens the shoulder season and highlights our commitment to year-round tourism.”

Gerhard Frühling, President of the Austrian Golf Association: “Last year’s Austrian Alpine Open demonstrated the immense potential of Austrian golf – in sporting, organizational, and emotional terms. Hosting the 2026 edition in Kitzbühel reflects exactly the kind of momentum we want to see. The move brings new energy, partnerships, and opportunities to further strengthen golf in Austria. With its international appeal and experience hosting major sporting events, Kitzbühel provides the perfect stage to continue this success story.”

Ben Cowen, Chief Tournament and Operations Officer, DP World Tour: “We’re delighted to return to the beautiful Golfclub Kitzbühel-Schwarzsee-Reith for the Austrian Alpine Open 2026 presented by Kitzbühel – Tirol. Austria has given us many magical moments on the DP World Tour – especially earlier this year when Nicolai von Dellingshausen won his first Tour title. We look forward to working with Kitzbühel and all partners to ensure another hugely successful edition of the Austrian Alpine Open in 2026.”

Event Facts

Austrian Alpine Open 2026 presented by Kitzbühel – Tirol

Tournament Dates: May 28 – 31, 2026

Pro-Am: May 27, 2026

Venue: Golfclub Kitzbühel-Schwarzsee-Reith, Tirol

Tour: DP World Tour

Prize Money: USD 2.75 million

Website: www.austrianalpineopen.com