



Holiday at the Highest Level

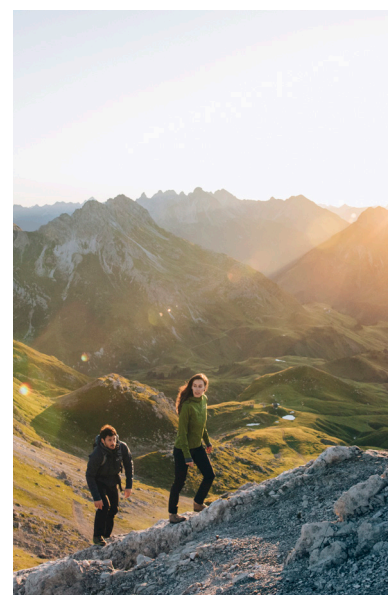
Lech Zürs attracts visitors both in summer and winter with exclusive experiences. In 2022, mountain lovers as well as music fans and culture enthusiasts can look forward to numerous novelties.

Deluxe mountain experiences can be enjoyed year-round in Lech Zürs. Winter holiday-goers now benefit from two new state-of-the-art cable cars: the Madlochbahn and Zugerbergbahn have been completely renewed, delivering skiers to snowy peaks quickly – and comfortably. In summer, more than 350 kilometres of hiking trails give visitors a unique glimpse of rarefied Alpine treasures, including some 20 orchid species and the largest ibex colony in Europe; the new *Arlberg Trail* connects all five Arlberg villages in three segments.

Even beyond the peaks, Lech Zürs offers a vacation at the highest level. In addition to cultural highlights, such as the Literaricum Lech conference and the Classic Festival, the popular, American Express-supported Tanzcafé Arlberg will once again transform

the region's most elegant hotels into stages for swing, jazz or pop from 3 to 18 April. A major highlight for keen automotive enthusiasts, the Arlberg Classic Rally (30 June to 2 July) showcases iconic vehicles against a dreamy mountain backdrop. The Impact Lech congress, which will explore the idea of energy competence, celebrates its premiere this summer (9 to 12 June).

Speaking of energy: Amex offers two E-parking spaces in the Green Garage reserved exclusively for Cardmembers, further reaffirming the partnership with the region. „Lech Zürs skillfully combines tradition and innovation in highest quality. This fits perfectly with our aspiration,“ says Mark Hübl, Member of the Management Board at American Express Austria and Head of Merchant Service.





KRISTIANIA LECH

The summer edition of Kristiania Lech is a visionary pop-up project that celebrates all things beauty: from art to Austrian joie de vivre to the stunning Arlberg and its unspoiled nature, with a focus on supporting the local community and contemporary art and culture. Think of it as an intellectual summer weekend, as if Banksy joined Frank Sinatra and Empress Sisi on a soul-searching hike in the Alps. Or just become part of the partying “Rat Pack” of Kristiania’s summer pop-up! kristiania.at



HOTEL GOTTHARD****S

For more than 90 years, the Walch family has been welcoming guests from all over the world with first-class service and Alpine cosiness. A good start to the day here is the late-riser breakfast informed by fresh regional ingredients. In the afternoon, guests can enjoy homemade baked goods from the hotel’s own pastry shop, Café Gotthard, or home-brewed beer on its sun-drenched terrace. After an active day in the mountains, an exceptional wellness and spa area with its own pool awaits. gotthard.at



HOTEL ARLBERG LECH

The winters in Lech are legendary, but the summer season, too, is rife with superlative offerings for guests of the heritage-steeped Hotel Arlberg. While more active visitors will relish the chance to hike the region’s beautiful trails, those seeking relaxation can look forward to unwinding in the hotel’s spectacular outdoor pool or sun terrace, which boasts a striking view of the Omeshorn mountain and its surrounding peaks. The hotel is also the first and only property worldwide to offer myriad multi-sensory water experiences at its high-end spa. Gourmands, meanwhile, are spoiled at three restaurants and the hotel bar. arlberghotel.at



HOTEL SONNENBURG

Cradled in the mountains, in a landscape that takes your breath away. Where family and literature are at home, and that (almost) all year round: in summer, in winter, in the golden autumn or snow-white spring. Where you can arrive, breathe deeply, linger. Let’s call this place Hotel Sonnenburg. sonnenburg.at

BURG VITAL RESORT

Welcome to the five-star superior hotel in Austria’s Oberlech! Experience a fascinating mountain escape, perched some 1,700 metres above sea level, offering spectacular panoramas, warm hospitality, sophisticated cuisine and endless indulgent and active adventures in nature. Guests can expect a perfect mix of luxury and a more holistic approach. Nutritional cuisine, exercise, wellness, well-being and unique experiences in exclusive surroundings ensure an unforgettable stay. burgvitalresort.com



POST LECH ARLBERG

With its 46 rooms and suites, this traditional hotel has been part of the exclusive circle of Relais & Chateaux properties for over 40 years. On the culinary front, guests are spoiled at the gourmet restaurant Jägerstube as well as at the panoramic restaurant Postblick. The beauty and spa area, with its spectacular outdoor pool, sauna landscape with a relaxation oasis and fitness room, the kid’s pool as well as several suites for facial and body treatments and massages, offer peerless opportunities for indulgence. postlech.com



RUD-ALPE

Here, 250-year-old „moon-sawn“ wood tells its own story; the atmosphere and fireplace crackle alluringly; and blue hour is celebrated on the terrace. It’s here that the magical ambience of an extraordinary Alpine lodge unfolds. Rud-Alpe is located 1,560 metres above sea level directly along the slopes; and in summer, it’s a great destination for an easy hike. Discover the magic of a perfect Alpine lodge: genuine, original, and authentic. Featuring great attention to detail and designed with refreshing imagination. rud-alpe.com



HOTEL AURIGA

Do you love exclusive design? How does a lounge by a panoramic pool sound? Are you looking to take your dog along with you on your winter vacation? If the answer is yes, look no further than Hotel Auriga in Lech! In the main building and apartment house, you’ll find spacious accommodation just a three-minute walk from the ski lift. The 1,125sq m wellness area is one of the largest on the Arlberg, and you can celebrate your personal après-ski on the 25m curling rink before indulging in delicious food at the new restaurant. hotel-auriga.com



Event Tip: The Arlberg Classic Rally from 30 June to 2 July 2022

ROTE WAND GOURMET HOTEL

Offering uncomplicated luxury, family flair and plenty of space, a very special oasis awaits you in Zug am Arlberg at the Rote Wand Gourmet Hotel. The spa and wellness area features over 1,500 square metres in which to relax. And the Rote Wand Chef's Table, which has been awarded four toques, has cooked its way into the hearts of its guests with menu creations unique in the Alpine region. Foodies and critics all say that even the longest journey is well worth it. rotewand.com



MORE BENEFITS FOR AMERICAN EXPRESS CARDMEMBERS

American Express is further expanding its footprint to Lech Zürs with a selection of new partners. In addition to a large number of hotels, partners also include Intersport Arlberg, Sporthaus Lech, Sagmeister Boutique, Golfclub Lech, Plangger Delikatessen, Restaurant Hus Nr.8, Restaurant Klösterle, Huber Uhren Schmuck and many more.



HOTEL & CHALET AURELIO*****S

It's not just the location in the heart of Lech and the design of its 18 rooms and suites that make a stay at Aurelio an extraordinary and unique experience – it's also about the warm, personal service. At Aurelio's gourmet restaurant, which has been awarded Gault&Millau four toques, guests are spoiled with Austrian as well as international delicacies, while the Aurelio spa offers pure relaxation across 1,000 square metres. Another highlight is the hotel's own herd of alpacas, which accompanies guests on walks and during yoga sessions. aureliolech.com



MATSLECH ALPENQUARTIER

Experience private living amidst a powerful natural landscape at MATS LECH ALPENQUARTIER. The sunny rooms and apartments offer a fantastic view of Lech's mountains. The apartments' trendy kitchens are meticulously appointed. In the wellness area, you can relax and indulge all your senses. Breakfast is a matter of the heart in the family-run house. Guests have the choice of bread-roll service brought straight to your door or the carefully selected breakfast buffet with regional delicacies. mats-lech.at



ROMANTIK HOTEL „DIE KRONE VON LECH“

Enjoyment is a permanent guest at this traditional hotel. It begins with the imperial breakfast on the sun terrace – whenever, and for as long as you want – and ends with a regional culinary journey at the elegant Krone-Stuben restaurant, whose menu is peppered with creative temptations. Guests will experience pure exhilaration on hikes across the majestic Arlberg mountains, rounds of golf on the highest course in the Alps and while unwinding in the Krone-Wasserschloß – an oasis of peace and comfort. kronelech.at