

PRESS RELEASE

ALL FORMS OF WINTER ENJOYMENT

Lech Zürs am Arlberg is recognised as one of the pioneers of winter sports. It has been one of the top winter sports destinations in the Alps for over 100 years. Lech Zürs offers the perfect tourist infrastructure set in a paradisaical landscape and combines it with warm hospitality. The holiday region is one of the most innovative tourism areas ever and is, as such, constantly setting new standards. In Arlberg, tradition and modernity, identity and innovation are harmoniously combined. The local population's self-image is characterised by a sense of their own identity as well as an openness to the wishes and desires of visitors. Here the motto really is "more time, more space". So it is no wonder that Lech Zürs is a member of the distinguished circle of "Best of the Alps".

REGION WITH CHARACTER

The Eldorado for winter sport enthusiasts is located at an altitude ranging from **1,300 to 2,800 metres** above sea level. The rich landscape is breathtaking: The mighty Limestone Alps in the north, the giant prehistoric rocks in the south, and Lech Zürs nestled between the two with its state-of-the-art winter sports facilities. With **87 ski lifts, more than 300 kilometres of ski runs** and **200 kilometres of high Alpine deep powder snow runs** available, virtually unlimited skiing and snowboarding enjoyment is guaranteed. Whether beginner, advanced or top-ranking athlete: Deep powder snow slopes, blue, red and black runs and nursery slopes offer optimal conditions for every level and taste - and the guarantee of snow from November to April. The Ski schools with **around 800 professional snowsport** instructors organise courses for winter sports novices as well as kings of the pistes. Snowboard aficionados have access to all lifts and cable cars in Lech Zürs, as well as neighbouring resorts, with the Ski Arlberg card. All this makes Lech Zürs the first choice when it comes to the best time of the year - the holidays. And those who have come to Lech Zürs once will always return.

VERY VARIED TERRAIN

The mixtures of different pistes is classified as suitable for beginners as well as for demanding winter sport enthusiasts. Lech Zürs offers incomparable deep powder snow enjoyment. There is scarcely any other resort in the Alps where you can experience such a variety of top class skiing. Ski tourers trudge through unspoilt nature, enjoying the splendidly varied landscape on their ascent and the turns in the glittering powder snow on their descent into the valley.

Lech Zürs is also heaven for freeriders. The American production company "Warren Miller Productions" captured them in its daring ski film "Wintervention". In breathtaking perfection, the world's best freeriders chase each other through the high Alpine snow-covered landscape of Lech Zürs. Even Lorraine Huber, one of the top stars of the scene and World Champion Freeride 2017 prefers her home resort of Lech for training purposes. She is official ambassador of Lech Zürs and brings fame to the name throughout the world.

If that is not adventure enough, a very special adventure can be enjoyed in Arlberg: Heli-skiing is probably the ultimate in skiing enjoyment and Lech Zürs is the only resort in Austria to offer it. In so doing, the winter sports destination is aware of its great responsibility: Restrictions with regard to nature conservation are precisely defined. Heli-skiing may only be carried out in the company of ski guides, in particular places and exclusively on weekdays.

EVEN MORE COMFORT FOR ENDLESS SKI FUN

Back in 2021 the **Zugerberg and Madlochbahn** ski lifts had been replaced by two state-of-the-art lifts that take skiers up into the unique winter pleasures of Ski Arlberg even more quickly and in more comfort. The ski lifts are a familiar sight to all winter sports enthusiasts. Firstly, in their role as the central lifts connecting Lech/Oberlech, Zürs and Zug – but secondly of course also because of the spectacular ski runs they are associated with. The timings of both lifts are perfectly synchronised to effectively minimise waiting times. Winter sports enthusiasts taking part in the White Ring – the most legendary ski circuit in the Alps – or the RUN of FAME – the longest ski circuit in the Alps – are able to sit back and relax in the lifts and look forward to many unforgettable winter moments.

New from winter 2023/24: The double chairlift "**Albonabahn I**" in **Stuben**, built in 1983, will be replaced from the winter season 2023/24 by a **modern 8-passenger gondola lift** with enclosed operating means. The new gondola lift will transport passengers both uphill and downhill and is designed for a transport capacity of 1,600 passengers per hour.

A THRIVING EVENTS PROGRAMME

Lech Zürs offers a wide range of events - including several events that have already acquired cult status. **"The White Ring – The Race"** (13th of January 2024). Added to this are the **Snow Crystal Weeks**, tailored to those winter sports enthusiasts who do not need to pay attention to the official holiday dates.

A culinary summit meeting takes place at the beginning of December 2023 as part of the **"Arlberg Weinberg"** (7th – 17th of December 2023) wine and gourmet fair. The **Tanzcafé Arlberg Music Festival** (31st of March -14th of April 2024) is the place to go for all those who want to relax after enjoying an exhilarating day of winter sports and bring the day to a close with the finest music in the tradition of sophisticated dance cafés.

For more information, see: www.lechzuers.com

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