

PRESS PICTURES

THE (RE)DISCOVERY OF A SLOW PACE OF LIFE

Not everyone who loves the winter and exercise in the open air wants to ski. The good news: Even friends of other winter sport activities can find optimal conditions and an excellent offering in Lech Zürs am Arlberg. Splendid routes are available to cross-country skiers and snowshoe hikers. In addition, visitors can enjoy romantic horse-drawn sleigh rides through the snow-covered landscape and curling. "More time, more space." – that is the name of the game in Lech Zürs away from the ski circus.

MORE TIME, MORE SPACE

Modern technology makes it possible. While it used to be infinitely tedious to trudge through the winter landscape despite wearing snowshoes, **snowshoeing** is today one of the most pleasant and most relaxing ways to exercise in the open-air during winter. And what's more, snowshoeing is one of the sustainable winter sports. That is because it allows everything that is good for relaxation and revival to be combined – nature as far as the eye can see, clear, fresh mountain air and steady, rhythmic exercise. The great thing about it is that no special knowledge or specific training are needed for snowshoeing. Whoever wants to try it out can rent the equipment on-site – Lech Zürs Tourist Office has the necessary information. Buckle up the snowshoes and get moving. Fans of this sport will find an almost endless array of possibilities in Lech Zürs. Highly recommended: **a hike with a guide**. The guide knows the area inside out and leads hikers on the most beautiful routes to the most amazing places in Lech Zürs am Arlberg.

Cross-country skiing is physically more strenuous and more demanding in terms of technique. But even here, endurance, stamina and, last but not least, well-being are boosted without the need to participate in a competition. The emphasis is on relaxed, energy-saving, steady gliding and harmonious movement sequences. Cross-country skiers can make use of **27 kilometres of perfectly prepared and varied cross-country trails** in Lech Zürs. These satisfy the needs of cross-country skiers whether they be participating at a professional level or just doing it for fun. Those wishing to improve their technique can obtain instruction at all levels from the seven ski schools in the resort.

WINTER HIKING

Whether for long winter hikes or refreshing walks - there are a variety of hiking trails in and around Lech Zürs. The **winter hiking trail network covers a total of 40 kilometres**. Maximum variety in an atmospheric environment is therefore guaranteed. The sun terraces on the edge of the ski slopes invite guests to take an exhilarating break. Numerous mountain huts allow guests to take a rest away from the hustle and bustle, where they can have a wonderful snack and a steaming hot drink while enjoying the view of the magnificent winter landscape of Lech Zürs in the most pleasant way possible. The reduced pass makes it easy to ascend to the lofty heights. A breathtaking panoramic view and attractive high-altitude hiking trails await above the tree line, such as from Oberlech via Tannegg to Kriegeralpe or the well-secured high-altitude "Gaisbühel" hiking trail. Only one from the diverse range of guided hikes has been singled out. The feeding of deer at dusk is an unforgettable experience for nature and animal lovers. Really romantic: a horse-drawn sleigh ride through the magnificent snow-covered landscape of Lech Zürs.

WINTER FUN

There are certainly more than enough opportunities for visitors to keep active away from the ski pistes. A **1.2-kilometre-long toboggan run** winds its way through the forest from Oberlech to Lech and has several tight twists in store for tobogganers. And the schuss just before reaching the base station is guaranteed to cause adrenaline levels to really skyrocket. Tremendous fun which can be quickly repeated: The Bergbahn Oberlech brings adventurous souls back to the start within three minutes. Of course, we must not forget the traditional winter sports of ice skating and curling. Ice skating champions can either whirl around on the **300 square metres of ice** as smooth as glass or compete in curling tournaments in the air-conditioned ice rink in the Hotel Monzabon. Those who prefer the outdoors can practise their pirouettes on the open-air skating rink in Zürs.

Press Contact:

Eva-Maria Müller

Head of PR & Travel Relations / Corporate Communications

Dorf 164 / 6764 Lech am Arlberg

Tel: +43 (5583) 2161 522

E-Mail: presse@lechzuers.com

Lech Zürs Newsroom: www.lechzuers.com/de/presse