

PRESS RELEASE

Summer adventures for young and old in Lech Zürs am Arlberg

Children skim flat stones across the mountain lake while their parents try their luck at fly fishing. If you fancy taking a more active approach, lace up your hiking boots, jump on the saddle or try your hand at climbing and golf. The Lech Card is a true summer highlight and offers as many possibilities as the region's majestic mountains all around.

It is not for nothing that Lech am Arlberg – which lies amidst lush green meadows and striking mountain peaks – was once named the “most beautiful village in Europe”. Holidaymakers revel in this small-village charm in the heart of an imposing landscape just as much as the diverse range of offers that always make holidays wonderful for guests young and old: first-class accommodation, coupled with a wide variety of activities in nature that guarantee fun and adventure.

One card – endless possibilities!

Available from 14 June to 03 October 2023, a Lech Card is essential for families. Alongside free travel on five summer cable cars, the card includes a varied weekly program. Do you fancy a herbal hike, a guided e-bike tour or even a sunset hike? In addition to themed hikes, the Lech Card also includes a weekly children's adventure program, which offers two exciting activities every day, e.g. the Arlenzauberweg trail with 3D archery course, a visit to the Muxelhof petting zoo in Oberlech, children's canyoning in the rushing torrents and an exciting day at the forest camp in the Zugertal valley. Led by guides from Arlberg Alpin, the “family adventure program” takes you canyoning on Saturdays and climbing on the Rüfikopf mountain on Sundays, allowing you to revel in magnificent views in all directions. Admission to the Lech Museum, a day fee at the golf academy, admission to the beautifully located forest swimming pool and free travel on the Lech local bus are also included in the Lech Card, which is available if you are staying for at least one night (33 euros) and up to a maximum of 21 days (117 euros). The card is free of charge for children up to 14 years of age and senior citizens are eligible for a 30 percent discount.

Do the sporting double: bike & hike

Easy routes, more difficult routes and routes that are quite challenging: explore the mountain world of Lech Zürs on two wheels in a variety of ways. A great tip for families is the Burgwald bike trail, which is Vorarlberg's first freeride and enduro course for mountain bikers. Uphill, downhill, flowy banks and drops – there's fun for everyone here. Highlights along the way also include a 50-meter-long Anaconda-

North Shore Element. Cycling geeks can also make use of the interactive cycling map, which provides information about the most beautiful mountain bike routes on the Arlberg.

Combining cycling and hiking is also becoming increasingly popular. You first set off on a mountain bike or e-bike to the starting point of a route, then continue on foot to the destination. On one tour, you start off biking to the Freiburger Hütte hut (1,931 m), which lies at the foot of the Rote Wand mountain, before continuing on foot to the Roggelskopf mountain (2,284 m). The second Bike & Hike tour also takes you by bike to the Freiburger Hütte hut, before you hike to the Saladinaspitze mountain (2,238 m), where you will be rewarded with fantastic panoramic views of the Lechquellengebirge range. The third tour of the region, which combines biking and hiking, takes you by bike to the Formarinalpe, which is located beside the wonderfully glittering Formarinsee lake (1,871 m), before you walk to the Freiburger Hütte hut.

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