

PRESS RELEASE

WINNING COMBINATION

Outstanding natural conditions, a winter sports offering that is unequalled and an excellent tourist infrastructure, together with cordial hospitality, outstanding cuisine and an inspiring combination of tradition and modernity - these are the ingredients that make Lech Zürs am Arlberg one of the leading winter sports resorts in the Alpine region. "More time, more space" in a breathtakingly diverse landscape. So it's no wonder that the Lech Zürs holiday region is a member of the "Best of the Alps" association, which brings together the eleven best known tourist destinations in the Alps.

A PARADISE IN EVERY RESPECT

With **85 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 simply in search of adventure: Deep powder snow slopes, blue, red and black runs and nursery slopes offer optimal conditions for every level and taste. The Ski-Arlberg card is particularly advantageous as it enables "all inclusive" use of all lifts and cable cars of Lech Zürs and the neighbouring towns of Warth-Schröcken, Stuben, St. Christoph and St. Anton in winter. The seven ski schools offer a wide range of courses. Everyone can find something suitable here - winter sports novices as well as agile ski and snowboard aficionados. Professional snow sports instructors provide competent support for skiers, snowboarders, snowshoe hikers and visitors heading out on ski tours. The **Flexenbahn** cableway opened in the winter of 2016/17 and makes skiing at the Arlberg even more varied and comfortable. With the help of the link between Zürs and Stuben/Rauz, skiers can easily reach all resorts at the Arlberg on skis. That makes the Arlberg skiing area the **largest contiguous skiing area in Austria!**

REACHING THE TOP OF THE MOUNTAIN WITH EVEN MORE COMFORT

The desire to combine the old with the new is part of Lech Zürs and its charm. This principle was realised in winter 2021/22 when the more than 50-year-old chairlifts of the Zugerbergbahn and the Madlochbahn were both replaced by new, significantly faster lifts. The Zugerbahn as a connection between Zug and Lech is just as important for the Arlberg region as the Madlochbahn as a connecting line between Zug and Zürs.

With an investment of more than 34 million euros, the lifts, which are part of the legendary "Weißer Ring" ski circuit, have been renewed, making skiing on the Arlberg an even more enjoyable experience. The old two-seater chairlift on the **Madloch lift** has been replaced by a luxurious six-seater chairlift that takes passengers up to the Madloch in just a 5-minute lift ride. Both the valley station and the mountain station blend into the landscape as an elegant glass and steel construction. The valley station, located on Lake Zürs, now offers a wide, beautiful access to the railway. The new **Zugerberg cable car** also impresses with its premium quality. The new spacious 10-cabin cable cars take you to the top station of the Zugerberg within 5 minutes. Over a length of 1,460 metres and a difference in altitude of 615 metres, you enjoy a relaxed view of the surrounding alpine scenery of the Arlberg. Both the top station and the bottom station are underground in order to minimize the visual impact on the landscape.

THE WHITE RING - A DREAM COMES TRUE

The White Ring represents the successful combination of nature and technology, it stands for the connection of Lech Zürs with Zug and Oberlech and it has stood for top class winter sports enjoyment for the past 60 years. The **22 kilometres of downhill runs** are an inspiring challenge for winter sports enthusiasts, who must negotiate an increase in altitude of no less than **5,500 metres** on the White Ring ski circuit. At the same time, the breathtaking grandeur of its natural surroundings makes the White Ring an unforgettable sightseeing tour. The mountain views from the Rüfikopf viewing platform and the Madloch nature platform are truly stupendous.

THE WHITE RING - THE RACE - A LEGEND

"The White Ring" is an annual ski race that has long since acquired cult status. Professionals and amateurs take part in a competition that delights participants and spectators alike. Because the race demands concentration, endurance and precision. Among the many high-profile events in Lech, the White Ring – The Race occupies a prominent position. With its attractive supporting programme, it is definitely one of the highlights of the Lech Zürs events calendar.

THE INVENTION OF A SLOW PACE OF LIFE

While fans of high-speed sports are enjoying a workout on the slopes, those who appreciate a gentler pace can experience relaxation by engaging in **snowshoeing, winter hiking or cross-country skiing**. They also have a variety of routes and gradients of varying difficulty available to them. The "Sonnenabo" (sunshine subscription) lift pass provides nature enthusiasts with the opportunity to ascend to the lofty heights of various mountains, where they can enjoy a heavenly panoramic view of the breathtaking mountain landscape and follow some wonderful high-altitude hiking trails. There is a network of winter trails spanning around **40 kilometres**. Depending on their mood, hikers can either continue on to the blissfully peaceful huts or to the sun terraces at the edge of the pistes. Cross-country skiers can look forward to **27 kilometres of perfectly prepared and varied cross-country trails**. Nature and animal lovers should not miss out on the guided walks at dusk either as it is precisely during this winter period that deer and roes can be seen feeding. In addition, there are guided snowshoe hikes, a toboggan run and horse-drawn sleigh rides. There is thus a complete range of options for fans of a slower pace of life to enjoy more time and space. 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.

INDOOR SPECIALITIES

No desire for fresh air, no desire to spend time outdoors? - No problem. The "sport.park.lech" provides a wealth of opportunities for indoor activities. All indoor sports enthusiasts can enjoy two multifunctional courts, a spacious fitness and wellness area, a climbing centre and four bowling alleys.

EXQUISITE TREATS

The culinary offer in Lech Zürs is unequalled. The holiday region has the highest density of highly rated restaurants (**54 Gault Millau toques**) when compared with other international locations. Elevated to "**World Gourmet Village**" status by Falstaff and Vöslauer in 2008, Lech is also a treat for the taste buds with its culinary delights. Lech's culinary artists take their guests on a sumptuous journey around the globe, without forgetting the traditional regional cuisine in the process.

More information: www.lechzuers.com

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Private Luxury Moments.



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