PRESS RELEASE

**A mountain summer packed with experiences in Lech Zürs am Arlberg**

**Hiking, biking, golfing, climbing – or perhaps just relaxing while fishing or bathing in the beautifully located forest swimming pool? The summer activities on offer in Lech Zürs (14 June to 03 October 2023) are as varied as the Arlberg itself. When staying for at least one night, guests can get a great deal by obtaining the “Lech Card”. Summer events range from literature and classical music to the sporting Trail Challenge on the Der Weisse Ring circuit.**

Whether enjoying mountain hut tours in the Lechquellen area, victoriously reaching summits in the Lechtal Alps or taking leisurely hikes across mountain meadows: 350 kilometers of hiking trails await you in the Lech Zürs region. Use the online tour portal to easily put together hiking routes that suit your personal needs. The themed trails in Lech Zürs are also particularly popular: the Lechweg trail, which leads from the Formarinsee lake in Lech to Lech Falls in Füssen, is 125 kilometers long. Following this Leading Quality Trail of Europe, you hike through one of the last wild river landscapes in Europe. The multi-award-winning Green Ring is a three-day stage hike that combines nature, art and literature across 17 locations. In the Tannberg area, you can immerse yourself in the world of the Walser people, who settled in the upper Lechtal valley around 1300. Another highlight is the new Arlberg Trail, which connects the five Arlberg resorts of Lech, Zürs, Stuben, St. Christoph and St. Anton and – set in 40 kilometers of spectacular alpine scenery – is a long-distance hiking trail in a class of its own.

**Do the sporting double: bike & hike**

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). During the second Bike & Hike tour, you cycle to the Freiburger Hütte hut before hiking to the Saladinaspitze mountain (2,238 m). Upon reaching your destination, 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.

**Everything with one card!**

A Lech Card is essential to make the most of summer in the Arlberg. Alongside free travel on five summer cable cars, the card includes a varied weekly programme. 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 program that offers two experiences every day: climbing, games day, horse riding, canyoning and even archery. 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 for as little as one overnight stay (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.

**From classic car meets and cultural highlights to the trail challenge on the Der Weisse Ring circuit**

Lech Zürs is not only known for its mountain landscapes, but also for visitors being active in the great outdoors and the high-quality holidays on offer. First-class events are also held every summer. From 29 June to 01 July 2023, Lech will be transformed into an Eldorado for classic car enthusiasts and car lovers. The Arlberg Classic Car Rally features a variety of makes and models from the olden days. The “rolling museum”, which will be on the road for three days covering almost 600 winding kilometers, includes a variety of makes and models.

From 13 to 16 July 2022, the “Literaricum Lech” festival will once again immerse you in the world of literature. For this edition, the renowned festival is using Jane Austen’s novel “Pride and Prejudice” as the basis for its reflections.

Sharing the touching and enriching aspects of music with as many people as possible and offering a stage to young, promising soloists is the key focus of the “Lech Classic Festival” (31 July to 06 August 2023).

The Weisse Ring Trail Challenge – a true sporting highlight – is set to be held on 19 August 2023. Ambitious trail runners will conquer the route of Der Weisse Ring, the most legendary ski circuit in the Alps, in the opposite direction.

**Further inquiries**

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