PRESS RELEASE

**The anticipation is building: The winter season in Lech Zürs will start on 1 December 2023**

**Lech Zürs is the heart of the Ski Arlberg ski area, which, along with St. Anton, St. Christoph, Stuben, Warth and Schröcken, forms the largest connected ski area in Austria. The winter season 2023/24 will start on 01 December 2023.**

As the largest connected ski area in Austria and one of the five largest in the world, Ski Arlberg boasts numerous opportunities and advantages. When combined with Arlberg’s renowned quality, the stage is set for endless skiing fun. Here, winter sports enthusiasts can make the most of more than 300 kilometres of ski slopes and over 200 kilometres of powder-snow ski runs with 85 cable cars and lifts. To kick off the upcoming ski season, the discounted ‘Wedel ski weeks’ rate will apply from 1-22 December 2023. This year alone, the cable car companies in Lech Zürs am Arlberg have invested a total of 4.55 million euros in new snow groomers, the optimisation of snowmaking systems and in the environment!

**Winter 2023/24 festivities in Lech Zürs**

A very special Flexenarena opening: As part of the "XQ Team Race," teams of four will compete in a synchronised competition on **9 December** in the Flexenarena in Zürs. The group presenting the best synchronised skiing (not necessarily the fastest) wins. The storied location will ensure a gripping racing atmosphere: After all, ski stars usually race down the slope of the Ski World Cup at the Flexenarena in a battle for every hundredth of a second. The winners of the "XQ Team Race" will be properly celebrated at the subsequent after-race party in the finish area (free entry).

To coincide with the start of the ski race, the **15th European Media Summit** will take place in Lech from **30 November to 2 December.** Here, high-calibre panels featuring representatives from politics, business and society will discuss the topic "Die große Transformation: Ängste, Herausforderungen und Lichtblicke (The Great Transformation: Fears, Challenges and Rays of Hope)." From **7 to 10 December**, decision-makers from marketing, advertising, media and digital technology will meet at the **HORIZONT Winter Summit** industry event in Zürs to exchange ideas. The **Arlberg Weinberg,** a wine and culinary event taking place from **7 to 17 December**, is yet another highlight

in the event calendar. Meanwhile, Advent is celebrated in Lech Zürs during the same period (until 24 December). With a varied Advent programme including an Advent market and lantern hike in the snow, the anticipation for Father Christmas intensifies. On **13 January 2024**, sports enthusiasts are invited to attend **The White Ring - The Race** in which 1,000 participants compete on the 22-kilometre race track. To conclude the season, the **Tanzcafé Arlberg Music Festival** will take place from **31 March to 14 April.** This stylish open-air concert series showcases down-to-earth soul and indie sounds, anti-pop and dialect pop.

**Give the gift of happiness**

The Ski Arlberg ski resort offers numerous opportunities to bring joy to loved ones. In addition to vouchers, there are now [gift cards](https://www.skiarlberg.at/en/Lech-Oberlech-Zuers/Good-to-know/Vouchers) that also serve as ski passes. This is a world’s first for a ski resort. The wide range of vouchers for "Private Luxury Moments" from Lech Zürs also enables you to purchase vouchers from local businesses and restaurants.

More information about Lech Zürs at [www.lechzuers.com](file:///C:\Users\presse\Desktop\www.lechzuers.com)

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