

PRESS RELEASE

THE GREEN RING - WHERE HIKING MEETS IMAGINATION

Lech Zürs am Arlberg, 6 May 2025 – In winter, it's the legendary White Ring. In summer, a different kind of magic takes shape: The Green Ring. What began as an ambitious hiking concept has, over the past 15 years, evolved into one of the most imaginative outdoor experiences in the Alps – a unique blend of nature, art, storytelling and personal discovery.

A New Kind of Freedom on the Trail

With modern summer cable cars, The Green Ring is now more accessible and more flexible than ever. Whether you want to hike uphill or ride the gondola, whether you seek physical challenge or gentle immersion – this trail adapts to your rhythm. Every ascent, every vista, every quiet moment is yours to shape.

- The **Rüfikopf cable car** takes hikers directly into the high alpine world of stage one.
- The **Seekopf cable car** leads to the mirrored tranquility of Zürsersee – one of the Green Ring's most poetic locations.
- The **new Zuger cable car** (from summer 2025) provides easy access to Balmalp and Kriegerhorn without strenuous climbing.
- The **Lech–Oberlech and Petersboden** lifts complete the network for seamless exploration.

Tip: The **Lech Card** includes all summer cable cars, hiking buses and much more – for flexible, car-free mountain discovery.

The Green Ring doesn't follow fixed rules. It follows you.

A Path Full of Stories

More than just a hiking trail, The Green Ring is a walk-through storybook, a landscape installation, a place where nature meets imagination.

Across roughly 28.5 kilometres, hikers discover 35 alpine legends – retold by author Daniela Egger and brought to life by sculptor Daniel Nikolaus Kocher. These stories appear along the way as sculptures, installations, hut libraries and interactive experiences.

Every section becomes its own small adventure – for adults and children alike.

Stage by Stage – Or Start Anywhere

Stage 1: Lech to Zürs

Take the Rüfikopf cable car to 2,350 metres. From here, the trail leads past the Geology Path, Lake Monzabon, a postcard station, a summit log and a literary stop at the hut library.

Stage 2: Zürs to Zug

A scenic ride with the Seekopf cable car brings you to Zürsersee, where sky, rock and water merge. Hike via the Glacier Path to the glacial basin, a second postcard station, a mysterious bivouac and the Madlochjoch saddle.

Stage 3: Zug to Lech

Either hike up through the enchanted fairytale forest or ride the new Zugerbahn to Balmalp. Continue to Kriegerhorn with its final summit log, before descending through the Gipslöcher nature reserve and past the tranquil Dragonfly Lake back to Lech.

Families especially love the reverse route with puzzle trails, nature play areas and story-based experiences.

New in Summer 2025

Zuger Cable Car: Now connects to Kriegerhorn and Balmalp

For Families:

- ***Gipsis Puzzle Trail:*** A playful path of riddles and nature discovery
- ***New Playground at Rudalpe:*** A favourite for little adventurers
- ***The “Playful Hiking” Trail in Oberlech:*** Eight creative stations that blend movement and imagination

For Foodies:

- ***Balmalp and Trittalpe:*** Newly opened huts for scenic refreshment stops

A Trail for All Generations

Whether you're hiking solo, as a couple or with the whole family – The Green Ring invites all ages to explore at their own pace. Especially the third stage offers themed trails perfect for young explorers: from the Green Puzzle Ring and the Arlenzauberweg to the Gipslöcher Game Path and the new family-friendly options in Oberlech.

A Trail That Grows

The Green Ring is not a finished project – it's a living one. New stories, sculptures and stations are added year by year. What remains constant is the feeling it evokes:

You didn't just go hiking.

You entered a different world.

The Green Ring.

A trail. A stage. A story to walk.

More information, hiking maps and stories: www.lechzuers.com/en/the-green-ring

The accompanying storybook "A Samurai at Kriegerhorn" is available at Lech Zürs Tourismus.

Press contact

Julia Fenneberg, MBA

Head of Press & Social Media

Lech Zürs Tourismus GmbH

presse@lechzuers.com | +43 5583 2161 529