

## PRESS RELEASE

## LECH ZÜRS SETS THE PACE FOR AN ACTIVE SUMMER IN THE ALPS

**From hiking and long-distance trails to golf, trail running and biking, Lech Zürs offers an active alpine summer shaped by nature, solitude and strong mountain moments.**

Lech Zürs am Arlberg, 29 June 2026 – Summer in Lech Zürs unfolds at altitude. Set high in the **Arlberg**, the village opens up a season of alpine movement that is as varied as the landscape itself: quiet on the **hiking trails**, expansive on **long-distance routes**, fast-paced on the **running trails**, relaxed on the **golf course** and flexible by **bike**. The focus is not on spectacle, but on experiences that give the mountains room to speak: wide horizons, clear air, encounters along the way and moments that linger well beyond the descent.

**Hiking** remains at the heart of summer in Lech Zürs. From scenic walks and family-friendly themed trails to **multi-day long-distance routes**, the destination offers a broad spectrum of ways to experience the mountains on foot. This year, the **Lechweg** celebrates its **15th anniversary** and has once again been certified as a “**Leading Quality Trail – Best of Europe**”. Over 125 kilometres, the route follows one of **Europe’s last wild rivers**, combining pristine nature, long-distance hiking comfort and alpine culture.

The **Arlberg Trail** continues to be one of the region’s defining summer experiences for those who want to explore the Arlberg in stages. Connecting Lech, Zürs, Stuben, St. Christoph and St. Anton, the route makes the area’s **high-alpine landscape accessible over three day stages**. For the first time this year, the trail is also available as a **guided tour**. The **Green Ring**, meanwhile, brings together nature, storytelling and contemporary art in a distinctively Lech Zürs way. Among the latest additions is “**Mountain Mirror**” on the **Balmalp**, an installation by the architecture studio **Snøhetta**. Families will also find new reasons to head into the mountains, including a petting zoo and the expanded water playground at the Rud-Alpe.

For guests looking to experience Lech Zürs from a different sporting perspective, the summer programme offers a range of further options. The **Lech Golf Course**, named **Austria’s most beautiful 9-hole course** in 2025, will gain added appeal in summer 2026 with a **new driving range** for both beginners and ambitious players. Biking complements the active summer wherever wheels and mountain paths naturally meet: **bike-and-hike tours** extend the range of alpine excursions while keeping access flexible. For downhill riders, the **Burgwald Trail** near Oberlech adds a more adrenaline-driven element to the destination’s summer offering.

**Trail running** is also becoming a new focus in Lech Zürs. From summer onwards, the destination will expand its activity portfolio with **13 routes** covering around **200 kilometres** and approximately **10,000 metres of elevation gain**. The trails lead runners through the high-alpine

terrain around Lech Zürs, combining physical challenge with the distinctive openness of the Arlberg landscape. To mark this growing momentum, the **RunNation Film Festival** will come to Lech on **17 July 2026**, bringing six selected films and the spirit of trail running to the Lechwelten.

The **Lech Card** provides the key to many of these summer experiences, bringing together mobility and selected leisure offers in **one simple pass**. It makes an active summer in Lech Zürs accessible from the first metres of elevation gain to a relaxed return to the village. Its varied activity programme adds further ways to discover the region with intention and ease: Pilates, canyoning, herb walks and other formats combine movement, relaxation and alpine discovery.

## INFORMATION & PRESS PHOTOS:

 [www.lechzuers.com/en/press](http://www.lechzuers.com/en/press)

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