

PRESS RELEASE

LECH ZÜRS AM ARLBERG: ALPINE EXCELLENCE, SKIING HERITAGE AND CULINARY EXCELLENCE AT THE HIGHEST LEVEL

300 kilometres of ski runs, 200 kilometres of high-alpine deep-snow and off-piste routes, award-winning cuisine and exceptional winter moments in Austria's largest ski area

Lech Zürs am Arlberg is one of the most traditional and **renowned winter destinations in the Alps**. The region stands for **skiing at the highest level, alpine hospitality, outstanding cuisine** and a diverse winter offering that extends far beyond the slopes.

Austria's largest ski area: Where alpine skiing began

The Arlberg is widely regarded as the **birthplace of alpine skiing**. For more than 100 years, ski culture, pioneering spirit and sporting innovation have shaped the region. Today, Lech Zürs, St. Anton, St. Christoph, Stuben, Warth and Schröcken together form Ski Arlberg, **Austria's largest interconnected ski area**. With 85 lifts and cable cars, **300 kilometres of ski runs and 200 kilometres of high-alpine deep-snow descents**, the region ranks among **Europe's leading winter sports destinations**.

Lech Zürs offers a skiing experience with a distinctive character. Perfectly **groomed slopes, challenging descents, extensive ski circuits** and modern lift infrastructure combine sporting quality with a spectacular alpine landscape. The legendary "**Der Weiße Ring**" ski circuit covers around 22 kilometres and 5,500 metres of altitude difference, leading through Lech, Zürs, Zug and Oberlech, and is one of the best-known ski circuits in the Alps. For experienced skiers and freeriders, the Arlberg is one of **Europe's most renowned deep-snow regions**. At the same time, beginners, families and leisure skiers will find a wide range of ski schools, practice areas and comfortable lift facilities.

Winter Activities

Away from the slopes, Lech Zürs also offers a high-quality winter experience. Groomed winter **hiking trails lead** through snow-covered landscapes, while snowshoe hikes open up quiet moments in nature far from the bustle of the ski area. **Horse-drawn carriage rides**

are among the classic winter experiences in Lech Zürs, offering a slower, more contemplative perspective on the snow-covered mountain world.

Culinary Excellence

Cuisine is an essential part of a winter holiday in Lech Zürs. The destination has long been regarded as one of the **Alps' leading gourmet addresses**. The culinary spectrum ranges from **traditional mountain huts** and **Austrian cuisine** to **internationally acclaimed fine dining**. The **Michelin Guide Austria 2026** further underlines this exceptional standard with top ratings for the **Rote Wand Chef's Table**, awarded two stars, and **Griggeler Stubä**, also awarded two stars, as well as **La Fenice**, awarded one star, and **Rote Wand Stuben**, awarded one Green Star. **Almhof Schneider** and **Severin's - The Alpine Retreat** each hold two Michelin Keys. **Burg Vital Resort**, **Hotel Gasthof Post** and **Walch's Rote Wand Gourmet Hotel** have each been awarded one Michelin Key. In addition, **60 toques** across 21 restaurants in the **Gault & Millau Guide** confirm the destination's outstanding culinary quality.

Art & Culture

Art and culture are also part of the alpine winter experience in Lech Zürs. One of the destination's special attractions is **Skyspace-Lech**, a walk-in light installation by **US landscape artist James Turrell**. Located close to the ski slopes in Oberlech and accessible via a winter hiking trail, Skyspace-Lech is open to visitors all year round. In winter, guided tours are also offered twice a week. In this way, Lech Zürs brings together winter sports, landscape and contemporary art in an exceptional setting. Several hotels have exceptional private art collections and a keen detail for **design and architecture**. For international guests, Lech Zürs offers a compelling combination of alpine authenticity, high service standards, reliable snow conditions and an exclusive atmosphere. The destination appeals to ambitious skiers as much as to travellers seeking a winter holiday shaped by nature, cuisine, relaxation and memorable experiences.

About Lech Zürs

Lech Zürs am Arlberg is one of the most traditional and exclusive winter destinations in the Alps. In the birthplace of alpine skiing, more than 100 years of skiing history meet a winter experience defined by space, tranquillity and quality. The villages of Lech and Zürs stand for private moments in the snow, discreet hospitality, high-end hotels, outstanding cuisine and the rare combination of sporting excellence and alpine ease. As part of Ski Arlberg, Lech Zürs offers access to one of Europe's most renowned snow regions while retaining the distinctive atmosphere international guests value: a retreat with history, character, comfort and time for what matters most.

MORE TIME, MORE SPACE.

Private Luxury Moments.



FURTHER INFORMATION:

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