

ALL FORMS OF WINTER ENJOYMENT

Lech Zürs am Arlberg is recognised as one of the pioneers of winter sports. It has been one of the top winter sports destinations in the Alps for over 100 years. Lech Zürs offers the perfect tourist infrastructure set in a paradisaical landscape and combines it with warm hospitality. The holiday region is one of the most innovative tourism areas ever and is, as such, constantly setting new standards. In Arlberg, tradition and modernity, identity and innovation are harmoniously combined. The local population's self-image is characterised by a sense of their own identity as well as an openness to the wishes and desires of visitors. Here the motto really is "more time, more space". So, it is no wonder that Lech Zürs is a member of the distinguished circle of "Best of the Alps".

REGION WITH CHARACTER

The Eldorado for winter sport enthusiasts is located at an altitude ranging from **1,300 to 2,800 metres** above sea level. The rich landscape is breath-taking: The mighty Limestone Alps in the north, the giant prehistoric rocks in the south, and Lech Zürs nestled between the two with its state-of-the-art winter sports facilities. With **88 ski lifts, more than 300 kilometres of ski runs, and 200 kilometres of high Alpine deep powder snow runs** available, unlimited skiing and snowboarding enjoyment is guaranteed. Whether beginner, advanced or top-ranking athlete: Deep powder snow slopes, blue, red, and black runs as well as nursery slopes offer perfect conditions for every level and taste - and snow guarantee from November to April. The Ski schools with **around 800 professional winter sport** instructors organise courses for novices as well as kings of the pistes. Snowboard aficionados have access to all lifts and cable cars in Lech Zürs, as well as neighbouring resorts, with the Ski Arlberg card. All this makes Lech Zürs the first choice when it comes to the best time of the year - the holidays. And those who have come to Lech Zürs once will always return.

VERY VARIED TERRAIN

The mixture of different pistes is classified as suitable for beginners as well as for advanced winter sport enthusiasts. Lech Zürs offers incomparable deep powder snow enjoyment. There is scarcely any other resort in the Alps where you can experience such a variety of top-class skiing. Ski tourers trudge through unspoilt nature, enjoying the splendidly varied landscape on their ascent and the turns in the glittering powder snow on their descent into the valley.

Lech Zürs is also a heaven for freeriders. The American production company "Warren Miller Productions" captured them in its daring ski film "Wintervention". In breath-taking perfection, the world's best freeriders chase each other through the high Alpine snow-covered landscape of Lech Zürs. Even Lorraine Huber, one of the top stars of the scene and World Champion Freeride 2017 prefers her home resort of Lech for training purposes. She is official ambassador of Lech Zürs and brings fame to the name throughout the world.

If that is not adventure enough, a very special one can be enjoyed in Arlberg: Heli-skiing is probably the ultimate in skiing enjoyment and Lech Zürs is the only resort in Austria to offer it. In doing so, the winter sports destination is aware of its great responsibility: Restrictions regarding nature conservation are

precisely defined. Heli-skiing may only be carried out in the company of ski guides, in particular places and exclusively on weekdays.

EVEN MORE COMFORT FOR ENDLESS SKI FUN

Two new ski lifts, the **Zugerberg and Madlochbahn ski lifts**, make skiing at the Arlberg even more varied and comfortable.

The new ski lifts are a familiar sight for all winter sports enthusiasts. Firstly, in their role as the central lifts connecting Lech/Oberlech, Zürs and Zug – but secondly of course also because of the spectacular ski runs they are associated with. 2021/22 they had been replaced by two state-of-the-art lifts that take skiers up into the unique winter pleasures of Ski Arlberg even more quickly and in more comfort. The timings of the two new lifts are perfectly synchronised to effectively minimise waiting times. Winter sports enthusiasts taking part in the White Ring – the most legendary ski circuit in the Alps – or the RUN of FAME – the longest ski circuit in the Alps – can sit back and relax in the new lifts and look forward to many unforgettable winter moments.

A THRIVING EVENTS PROGRAMME

Lech Zürs offers a wide range of events - including several events that have already acquired cult status. The weeks before Christmas are marked by top-class events such as the "**Audi Fis Ski World Cup**" and the "**15th European Mediengipfel**". Added to this are the **Snow Crystal Weeks**, tailored to those winter sports enthusiasts who do not need to pay attention to the official holiday dates.

A culinary summit meeting takes place at the beginning of December 2022 as part of the "**Arlberg Weinberg**" wine and gourmet fair. The **Tanzcafé Arlberg, April 2023**, is the place to go for all those who want to relax after enjoying an exhilarating day of winter sports and bring the day to a close with the finest music in the tradition of sophisticated dance cafés.

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