

# THE ARLBERG: THE LEGEND, QUALITY GUARANTEE AND AUSTRIA'S LARGEST SKI AREA

THE ARLBERG HAS LONG ACHIEVED LEGENDARY STATUS, WITH ITS ALLURING COMBINATION OF NATURE, TRADITION AND PIONEERING SPIRIT. THE BIRTHPLACE OF ALPINE SKIING LIES HERE, IN THE SPRAWLING MOUNTAIN REGION BETWEEN THE PROVINCES OF TYROL AND VORARLBERG, WHERE THE RANGE OF WINTER SPORTS ACTIVITIES ARE ALWAYS IN SYNC WITH THE LATEST TRENDS. PISTES AND POWDER, GREAT CUISINE AND WARM HOSPITALITY WILL CONTINUE TO CHARACTERISE THE INIMITABLE ARLBERG EXPERIENCE IN THE 2022/23 SEASON.

## FABLE AND FACT: FASCINATION OF THE ARLBERG

To start with, the name is deceptive. There is neither a summit nor a mountain range called the Arlberg. More exactly, it is the name of a pass, which spans the mountain formations that merge here. It is a known fact that this area is one of the snowiest in the Alps. Since 1946/47, an average of 9 metres of fresh snow has been measured annually at the region's monitoring site. The vast expanse of snow-covered landscapes awoke the spirit of adventure in young ski pioneers at the beginning of the 20th century - a favourable combination for alpine skiing, which was borne and honed to greatness here on the Arlberg. The enthusiasm that accompanied these occurrences was decisive in creating the Arlberg's mythical allure. A sense of tradition and zest for action have always been driving forces here. Superlatives are not aspired to as such, but achieved through persistent innovative thinking. St. Anton, St. Christoph, Stuben, Zürs and Lech combined to form Austria's largest inter-linked ski area in December 2016. With 87 lifts and cable cars, more than 300 km of groomed slopes and 200 km of high alpine deep snow runs, "Ski Arlberg" ranks among the top 5 largest ski areas in the world.

## FIVE CHARACTERS, ONE SOUL

The elegantly relaxed gourmet village of Lech, prominent ski hideaway of Zürs, family-friendly Stuben, historic St. Christoph and sporty St. Anton form the five classic Arlberg resorts, which offer a home from home to every guest and for every requirement - from freeride aficionados to the European aristocracy, who traditionally appreciate the Arlberg as a discreet refuge. All five mountain villages have been committed to the maxim of quality over quantity for decades and confidently bridge the gap between Alpine charm and international lifestyle. The villages' greatest assets are their harmonious townscape, warm hospitality and the local's down-to-earth understanding of values. People who embodied the word "authentic" way before it was deemed fashionable. They share a passion for snow and skiing, which has moulded the development of the villages for over 100 years - and the Arlberg has been a shining example of ski culture and competence ever since.

## WHERE SKI HISTORY HAS, AND WILL ALWAYS BE MADE

The legendary status of the Arlberg is rooted in its great history, alongside the natural advantages of its geography and cable car infrastructure. Hardly anyone exemplifies the local pioneering spirit better than Hannes Schneider. Born in Stuben, Schneider founded Austria's first ski school in St. Anton in 1921, revolutionising skiing with his Arlberg School and stem turn technique. In 1937, Austria's first drag lift was built in Zürs to cater for the growing number of fans of this young, popular sport, followed by the Galzighahn, in the very same year, Arlberg's first ever cableway designed for winter tourist operations. Innovative subsequent generations established the Bundessportheim - Ski Austria Academy in St. Christoph which celebrates its 100<sup>th</sup> anniversary this year as an important hotbed for new developments in skiing. In 1951, the Interski Congress was held in Zürs for the first time, thus establishing the leading global event for ski instructors. The congress returned to St. Anton am Arlberg again in 1991 and 2011. Athletes from Ski Club Arlberg, founded in 1901, have thus far garnered nearly 90 medals at the Olympics and world championships. And right where the first ski race in the Alps took place in 1904, the desire to compete continues unabated: St. Anton has been the venue for the Arlberg Kandahar race since 1928. St. Anton hosted the FIS Alpine World Ski Championships in 2001 and the FIS Alpine Junior World Ski Championships in 2023 while the FIS World Cup also makes frequent stops here.

## FREERIDE PARADISE WITH MANY PERFECT TRAILS

The natural abundance of snow on the Arberg is fortuitous. For the international off-piste community too, who consider the 200 km of high alpine deep snow runs to be dream terrain. Its impressive dimensions, the fascination of creating the "first line" and increased safety thanks to many wooded sections make the Arlberg a "once in a lifetime" ski region - as you have to experience runs like the Schindlergrat or "Mehlsack" at least once in a lifetime. Experienced skiers dare to try the legendary Valluga Nord run, while beginners explore the pristine white in organised groups or with private guides. Freeride weeks and camps take place regularly all over the Arlberg, while Zürs maintains its exclusive profile thanks to being the only heli-skiing port in Austria.

## DIVERSE ACTIVITIES AWAY FROM REGULAR SKIS AND BOARDS

The snow-covered Arlberg has well established reputation, not only as a ski paradise. Marked and cleared winter hiking trails also invite you to get out and enjoy nature. An extensive trail network encompasses high altitude trails that can be accessed conveniently and reasonably by cable car using the "Sonnenabo" ticket. The backcountry variant with snowshoes is an excellent way to roam through tranquil forests and mountain slopes. Whether you go on your own or with a guide, depends on your individual expertise. Cross-country skiers are also well catered for with 84 kilometres of cross-country ski and skating trails. Toboggan runs, ice skating rinks, curling rinks, horse-drawn carriage and husky rides complete the range of alpine winter pleasures for families, romantics and nature lovers. Invigorating wellness, spa and fitness opportunities are also available at Arlberg WellCom, sports center arl.park with the trampoline hall or sport.park.lech.

## FOOD AND DRINK OF GOURMET STANDARDS

After some fulfilling hours of outdoor fun, yet another example of the good life opens up on the Arlberg: In perfect symbiosis with the range of sports offered, the Arlberg's kitchens and restaurants are committed ambassadors for high quality cuisine. In fact, the five Arlberg villages have Austria's highest density of award-winning restaurants in proportion to the population. Some of the workplaces of these award-winning culinary artists can only be reached by cable car or even on skis and include some of the most beautiful views of the Arlberg world from their sun terraces. And when it comes to diversity, the culinary spectrum of the hotel and restaurant kitchens leaves nothing to be desired. It is not only the local dishes that are prepared with regional products, ones that form a solid basis for alpine gourmet pleasures. Moreover, many establishments have been cultivating a love of fine wines over decades. Their top-class wine cellars are avidly sought-after by wine lovers from all over the world.

## COMING HOME: HOSPITALITY STRAIGHT FROM THE HEART

For over a century, the people of Arlberg have managed to balance two essential attributes of a consummate host: they are just as open to the world as they are fond of their homeland. Ski pioneer Hannes Schneider was one of the first to introduce Arlberg's delights to the rest of the world. And guests from over 50 nations have long been visiting the Arlberg to experience its charisma, in addition to the snow sports paradise. The modest size of often family-run businesses facilitates personal encounters and friendships that often last for generations. Regardless of hotel category, accommodation providers are masters of their art in conveying an exclusive yet unpretentious ambience, thus facilitating the much-cited "coming home effect" of the Arlberg.

## EYE OF THE BEHOLDER: MOUNTAIN VILLAGES WITH SPECIAL ARCHITECTURAL CULTURE

In contrast perhaps to other contemporary ski resorts, people have a sense of being back in the "good old days" in the Arlberg. Although the historic villages expanded their capacities with the increasing popularity of winter tourism, they were careful to maintain a sense of proportion and atmosphere. The maxim "quality over quantity" is also reflected in the townscapes of St. Anton, St. Christoph, Stuben, Zürs and Lech. Modern elements are carefully integrated into classical village structures and historical substance in these harmonious ensembles. A note in passing: innovative solutions such as the tunnel system in Oberlech and the highly developed public transport network throughout the Arlberg paved the way for tranquil village centres that belong to the people. Traditional materials such as timber and stone, often in contemporary design, dominate the architecture and interior design of the hotels in every category, demonstrating a strong affinity with their regional roots. Prestigious awards, including gold medal at "Entente Florale" in 2017 for St. Anton and the title of "Europe's most beautiful village" for Lech in 2004 confirm that the strategy taken was the right one. It is also no coincidence that the region is considered a pioneer and model for sustainable tourism. Ranging from a collective heating system to hydroelectric power and e-mobility, the list of initiatives that the Arlberg towns and villages have set in terms of sustainable business and efficient environmental protection is long.

## A SERIES OF ICONIC EVENTS: SPORT, CULTURE AND INDULGENCE

The event program on the Arlberg effortlessly combine sporty aspects with an attractive lifestyle. There is a long tradition behind most individual and series of events, backed by a highly innovative concept. Here you will find an overview of the events planned for the 2023/24 winter season :

### STANTON SKI OPEN

01ST - 03TH DECEMBER 2023

The lifts in the skiing area of St. Anton am Arlberg start their official operation on 01 December. The entire weekend is dedicated to the free ski and snowboard tests while enjoying live-music and local food.

### ARLBERG WEINBERG EVENT IN LECH

07TH - 17TH DECEMBER 2023

Wine lovers from near and far make a pilgrimage to the Arlberg to immerse themselves in the undeniable pleasures of wine tasting. Fine wines are presented and sampled together with fabulous cuisine by gourmet chefs.

THE WHITE RING - SPEED RACE AND THE WHITE RING - RACES, LECH  
13TH JANUARY 2024

At the speed race, the 100 fastest athletes secure the coveted first 100 start numbers. Two days later, everyone competes in an exciting competition on the 22 km long ski circuit during the popular ski race.

LONGBOARD CLASSIC STUBEN  
13TH APRIL 2024

The "Woodstock of Snowboarding" has celebrated the spirit of snowboarding since 1999 - with four race categories, side events, festival and music programme.

TANZCAFÉ ARLBERG MUSIC FESTIVAL  
31TH MARCH TO 14TH APRIL 2024

Leading international musicians take to the stages of the elegant hotels, bars and sun terraces in Lech and Zürs during the sunshine skiing weeks in April.

25<sup>TH</sup> EDITION OF THE WHITE THRILL  
20TH APRIL 2024

St. Anton's spectacular season finale. Every year, this iconic ski race takes its 555 contestants on skis or snowboards to their very limits.