

WHERE ALPINE LUXURY MEETS SKIING HERITAGE: LECH ZÜRS AND THE ART OF WINTER

*High-altitude skiing, a century of Alpine tradition and a dining culture with serious credentials:
Lech Zürs has built its reputation on substance, precision and a remarkable sense of continuity.*



The village of Lech Zürs
lies at 4,760 feet in the
Arlberg region.



© MAX DRÄGER



Lech Zürs is part of Austria's largest interconnected ski area and is equally renowned for its exceptional culinary scene.

© LECH ZÜRS TOURISM BY DANIEL ZANGERL

SKIING AT SCALE

Lech Zürs sits at the heart of Ski Arlberg, Austria's largest interconnected ski area. Across the region, 190 miles of ski runs, more than 125 miles of deep-snow runs, and 85 lifts open up an unusually varied Alpine playground.

There are long cruising runs, steep descents, wide open bowls and demanding terrain for experienced skiers. Those looking beyond the marked pistes can head into the backcountry with a local guide, following routes shaped by snow, weather and the geography of the day. Heliskiing offers another perspective altogether, with access to high Alpine terrain far removed from the regular lift system.

Altitude is part of the appeal. Lech lies at 4,760 feet, and the ski area reaches close to 9,186 feet. Combined with its position on the northern side of the Alps, it has long made the Arlberg famous for reliable snow and, in good winters, deep powder.

For many visitors, that combination is the point. The infrastructure is extensive, yet the mountains still offer room for serious skiing.

The birthplace of Alpine skiing

The Arlberg's importance goes far beyond the size of its ski area. This is one of the places where modern Alpine skiing took shape.

In the early 20th century, skiing was still a developing sport. Hannes Schneider, one of its great pioneers, refined a new approach to ski technique and instruction here. His Arlberg method would influence the way skiing was taught around the world.

The history is still tangible because skiing has remained part of everyday life. Generations of local families have worked as ski

instructors, guides, hoteliers and craftsmen, and Ski Club Arlberg is perhaps one of the oldest and most enduring networks in the world of skiing.

Made to measure

The same combination of tradition and precision is found at Strolz Skibootique, the Lech-based ski-boot manufacturer whose history reaches back more than a century.

Run today by the uncle-and-nephew duo Hannes and Merlin Strolz, the Skibootique is known for individually fitted ski boots. The process is meticulous. Measurements are taken, shells adjusted, liners formed and the finished boot refined until fit and performance work together.

A serious appetite

A day on the mountain is only half the story. Lech Zürs has developed a culinary reputation to match its skiing credentials. Five Michelin stars across three restaurants and 60 Gault&Millau toques have earned the village its reputation as a true gourmet destination in the Alps. Fine dining is firmly embedded in the rhythm of winter here, alongside long lunches on the mountain, elegant hotel restaurants and an impressive wine culture.

Many of the leading houses have cellars developed over decades, including great Austrian wines and international classics, while experienced sommeliers bring the same attention to provenance and quality that defines the village more broadly. For Lech Zürs, the connection between skiing and dining has always been instinctive.



© TOM VAI

ART AT ALTITUDE

Culture in Lech Zürs has found its own place in the Alpine landscape. The most striking example sits high above the village.

Skyspace-Lech, created by the American light artist James Turrell, turns the sky into part of the work. Set in the mountain landscape, the installation centres on an opening to the heavens, altering the perception of colour, light and space as daylight changes. At dawn and dusk, the distinction between artwork and surrounding landscape begins to blur.

It is an unusually fitting work for the Arlberg. Turrell has spent much of his career exploring the act of seeing; here, altitude, snow and an immense Alpine sky become part of the experience. The result adds a contemporary cultural dimension to a place more commonly associated with skiing while retaining the fascination with landscape that has shaped Lech Zürs for generations.

A culture built over time

What connects skiing, craftsmanship, food and culture in Lech Zürs is continuity.

Many of the businesses are still run by families whose relationship with the village stretches back generations. The ski culture has developed in much the same way. Techniques evolve, lifts improve and kitchens become more ambitious while knowledge and standards are passed on.

Lech Zürs has scale and altitude, excellent snow and some of the most varied skiing in the Alps. It also has something more difficult to create: a culture that has grown around the sport for more than a century. You see it in the mountains, around the table, in contemporary art, and in a pair of ski boots made to perfection.

More at: lechzuers.com



© STEFAN HEIMPEL

HOTEL GOLDENER BERG — ECO LUXURY AT 5,577 FEET

High above Lech, where the mountains are not a backdrop but the world around you, Hotel Goldener Berg offers a quieter kind of Alpine luxury. This family-run boutique hotel is located directly on the piste in car-free Oberlech, combining ski-in/ski-out freedom with restorative wellbeing, thoughtful cuisine and the warm ease of Austrian hospitality. Natural materials, quiet rooms and the hotel's holistic philosophy of self-care create space to move, eat, rest and reconnect in a way that feels entirely personal.

Ski in, ski out

At 5,577 feet, mornings begin with crisp air and untracked snow. Skis, guides and lift passes can be arranged, and two panoramic sun terraces are made for long lunches. The Oberlech ski school is only a few steps away.

Four restaurants, deep rest

Evenings unfold in four distinctive restaurants: vegetarian and vegan fine dining at Johannesstübli, reimagined Austrian classics at Dirndlstüberl, modern health-conscious dishes at EssenZzimmer, and fondue and Alpine favourites at Alter Goldener Berg. A cosy bar as well as one of Austria's largest wine cellars complete the experience. In the 800-square-metre Alpine Spa, an indoor pool, 75-foot outdoor infinity pool, Finnish sauna, bio sauna and steam bath, yoga, meditation and individual treatments help body and mind return to their natural rhythms. Families and dogs are warmly welcomed, and the Austrian and EU Ecolabels reflect the hotel's commitment to conscious hospitality.



HOTEL EDELWEISS
Zürs Gott' at the Edelweiss.
edelweiss-arlberg.at

HOTEL EDELWEISS ZÜRS — A DISTANT UNIVERSE SINCE 1856

A warning: you may fall in love

The Edelweiss in Zürs is a house as individual as the travellers who come from around the world to stay there, and it has worn its history since 1856 with the ease of a well-cut suit: full of character, never stiff, and entirely its own.

Behind its distinctive façade are 62 rooms and suites, each different but all with an idiosyncratic retro spirit, bold colours and unexpected details. Far removed from Alpine cliché, the Edelweiss is a house with soul, patina and a refreshing sense of freedom.

Its restaurants have personality, too. Edelspeis serves the best of Austrian cooking à la carte, and the Edelweiss Restaurant adds an international note. A table at the Flexenhäusl, perhaps the Arlberg's most characterful mountain hut, is something to celebrate. And sooner or later, almost everyone finds their way to the legendary Edelweiss Bar for a perfectly mixed drink, good conversation, an impromptu party and evenings that rarely go quite to plan.

The slopes are only steps away, ski rental is in-house, the ski depot comes with its own jungle aesthetic, and the ski school is right on the premises. After a long day on the mountain, the Capri Spa offers a change of pace: it is intimate, understated and focused on restorative treatments.

Explore the house online or, better still, get in touch directly.



DIE KRONE VON LECH *****
Discover your stay at kronelch.at

ROMANTIK HOTEL 'DIE KRONE VON LECH' 5* — AN ALPINE TRADITION OF LIVING WELL

Skiing, history and refined hospitality — where tradition and luxury come together

First recorded in 1756, and still family-run in its fifth generation, the Krone is woven into the history of Lech. Its position in the centre of the village places the slopes, lifts and winter life within easy reach.

The rhythm of the day is pleasingly simple. A generous breakfast with breads, cheeses, hams, honey and preserves from the region before the first lift. Ski in, ski out, with a stylish ski room and equipment rental in the house. Champagne and caviar at the ice bar when the afternoon winds down.

Dinner follows in centuries-old Stuben with original 17th-century wood panelling, where a kitchen recognised by leading gourmet guides brings Alpine ingredients to the table with refinement. Later, the K.Club takes the evening in a more spirited direction.

Upstairs, the rooms and suites are defined by natural materials, craftsmanship and a distinctly Alpine sense of comfort. Some are lined in fragrant local stone pine, creating a warm, restful atmosphere.

Below stairs, more than a thousand wines rest in the historic cellar, including rare large formats from magnum to Nebuchadnezzar.

Nothing feels hurried; everything has its place. The Krone brings together the things that matter in Lech: skiing, good food, good wine, history, and the quiet confidence of a house shaped by generations of hospitality, passion and care. 