



Vorarlberg – The Art of Taking Pleasure in Life

Vorarlberg is a small state roughly four times the size of Vienna, approximately on a par with Saarland in Germany. With 400,000 inhabitants it draws attention in many respects: as a dynamic business powerhouse, a trailblazer of contemporary wood architecture, an inspiring cultural centre, and an environment distinguished by astonishing natural diversity.

Natural Environment

From north to south, Vorarlberg explores 100km, which makes it ideal for exploring, since everything is nearby. Vorarlberg's excellent public transport connectivity adds to this sense of accessibility. For a relatively small space, there is great natural diversity. Plains sit cheek-to-cheek with Alpine heights, rivers, bogs and forests stretch between them. All in all, the province boasts 39 "Natura 2000" nature protection areas.

Recreational Environment

Vorarlberg is well known as a top recreational area, both in winter and in summer time. Fortunately, this has not taken a toll on the landscape. The development and cultivation of Vorarlberg's mountains and

valleys has always been carried out in a measured manner. Nature lovers continue to have their pick of quiet, secluded places.

Linguistic Environment

Vorarlberg is unique in Austria in that its population alone can claim Alemannic roots, as opposed to the otherwise commonplace Bavarian origins. The dialect or, more precisely, dialects, which vary from village to village and valley to valley, audibly testify to this.

Business Environment

Vorarlberg is among Austria's most potent economic powerhouses. Some of the most famous family-owned businesses founded in, and still operating out of Vorarlberg are

Doppelmayr, the global market leader in ropeway construction, Blum (fittings), Alpla (plastic packaging), Wolford (luxury wear) and the fruit juice manufacturers Rauch and Pfanner. Vorarlberg authors have made waves in literature, too. Writers like Michael Köhlmeier, Monika Helfer, Arno Geiger and Doris Knecht have won important literary awards.

Cultural Environment

The arts are close to Vorarlberg's heart. As such, the province often implements bold, innovative projects. The contemporary (wood) architecture and design-oriented crafts catch the eye. Music festivals such as Bregenz Festival and Schubertade are

known around the globe, but there are many other top-class cultural events from spring to winter. Vorarlberg authors have made waves in literature, too. Writers like Michael Köhlmeier, Monika Helfer, Arno Geiger and Doris Knecht have won important literary awards.

A total of six holiday regions with distinctive individual characteristics can be found between Lake Constance and mountain ranges like Arlberg, Rätikon and Silvretta. Throughout these, attentive, cordial hosts work to ensure that your holidays are pleasurable and stimulating from beginning to end.

How to Reach Vorarlberg

Getting around

Vorarlberg's public transport network is very well developed. No need to use your own car at all! Nearly every village can be accessed by train and bus, from early to late hours, with a remarkable range of connections to choose from. Railway and bus schedules have been smartly coordinated: when you change from one to the other, there is barely any waiting time. Regular as well as ski buses operate in the winter sport regions. If you hold a ski pass or guest card, you can use these buses for free. With public transport of such a high standard, getting to know a wide variety of villages and ski regions is a piece of cake. Mix things up and throw in a city or two, for a nice stroll, a bit of a shopping spree, a concert, or a museum visit. For more info, see www.vorarlberg.travel/public-transport

Switzerland: via Zürich-St. Gallen-Bregenz or Zürich-Sargans-Feldkirch (www.sbb.ch/en).

... by Bus

Bregenz has a long-distance bus station. www.flixbus.at

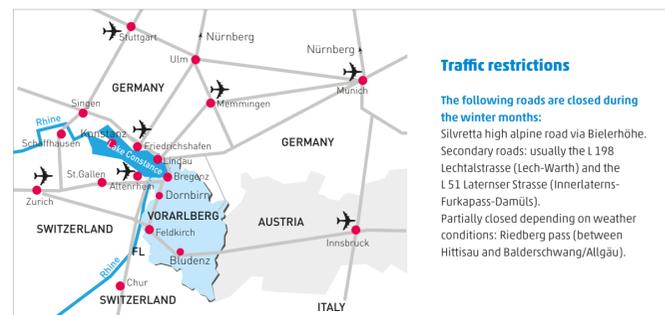
... by Car

Vorarlberg is connected very well to the European motorway network. Toll stickers are required on the S16 and A14 motorways in Vorarlberg (with the exception of the section between Hörbranz and Hohenems). Kleinwalsertal can be accessed without an Austrian toll sticker.

... by Plane

The closest regional airports are Bodensee-Airport Friedrichshafen (Germany), Allgäu-Airport Memmingen (Germany) as well as St Gallen-Alttenheim (Switzerland).

Up-to-date information on travelling to Vorarlberg can be found at www.vorarlberg.travel/getting-there



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More Space, More Time: Arlberg

Lech Zürs am Arlberg is one of the Alps' leading winter sport meccas. Primarily located in the very heart of Austria's largest interconnected ski area, Lech Zürs offers a reliable abundance of snow. Refined hotels offer five-star standard, as well as self-catering apartments are scattered across the village. Elegant events such as "Tanz-café Arlberg" at the close of the season add further sparks to what is already a magical winter. Lech Zürs am Arlberg enthralls guests with its culinary delights, too. Considering the compact size of the village, the number of award-winning restaurants is remarkable.



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Taking Pleasure in Creating: Bregenzwald

Bregenzwald ski region, famed for its distinctive architecture and cheeses, is the destination of choice for visitors of refined tastes and for nature lovers. Alpine skiers, free-riders and ski tourists appreciate the multifaceted mountainscape. Damüls-Mellau, Warth-Schröcken and Diedamskopf near Au-Schoppenu are the biggest ski areas here. A dozen of "Design Paths" invite visitors to explore the Bregenzwald enthusiasm for design on inspiring strolls through local villages. The Werkraumhaus museum in Andelsbuch is dedicated to innovative local crafts.



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A Place of Encounters: Bodensee-Vorarlberg

Urban life and winter delights make for a great pairing in the Bodensee-Vorarlberg region with the cities of Bregenz and Dornbirn and the towns of Hohenems and Feldkirch. Ski regions can be found at Laters and at Bödele bei Dornbirn, among others. Trains and buses make the commute from the slopes to the cities a breeze. A walk around Lake Constance in all its wintery glory or a hike on the mountains at the edge of Rhenal are wonderful exploits for those hungry for exercise without skis or boards beneath their feet. And if culture is your chief interest, you could do much worse than to visit museums, concerts and theatre productions.



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Relaxed and Energised: Kleinwalsertal

Kleinwalsertal, a valley approximately 1000 metres above sea level, boasts ready access to a variety of ski regions. At Fellhorn/Kanzelwand, skiers can choose to swoosh downhill on either Austrian or German slopes. In Riezlern, Hirschegg and Mittelberg, there is no need to trek out to a slope at all: the fun on skis handily starts right in the centre of the villages! Walsertal operates free bus services around the valley. Cross-country ski trails, winter hiking paths and the local cuisine represent particularly relaxed and sustainable ways of enjoying your holidays in picture-perfect surroundings.



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Affectionate, Natural, Family-Friendly: Brandnertal, Alpendorf Bludenz, Klostertal, Grosses Walsertal

This region unites three valleys, with the Alpine city of Bludenz at the centre. Skiers travel down slopes and hillsides in the family-friendly ski regions of Brandnertal and Sonnenkopf im Klostertal. Biosphere Park Grosses Walsertal is all about nature-oriented winter sports. Brandnertal offers other winter activities yet: toboggan safaris or winter rambles. The path from Sonnenkopf to Muttjoch is known as a particular jewel and is even suitable for snowshoes.



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Real Mountains, Real Experiences: Montafon

Montafon joins together the extensive ski regions of Golm, Gargellen and Silvretta Montafon, which can be accessed from the villages of Tschagguns, St Gallenkirch, Gortipohl and Gaschurn down in the valley. Skiers keen to prove their stamina will rejoice at the sight of Hojoch-Totale. Vorarlberg's longest slope, where they get to travel a full 12km before reaching the valley. Quiet Silvretta-Bielerhöhe at 2000m above sea level is a popular departure point for ski tours. Winter and snowshoe hikers like to explore "Mountain of Pleasures" Kristberg as well as a range of other paths and destinations.



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More information?

Social Media

You can experience Vorarlberg in real time on Facebook, Instagram, Twitter, Youtube and Pinterest. At www.vorarlberg.social the social media community shares some of Vorarlberg's most attractive aspects - wonderful inspirations for explorers. For useful information and special offers, consult the Social Guide. #visitvorarlberg #myvorarlberg



Disclosure

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Gliding through the snow

Right and left, left and right, straight down for a stretch, narrow bends, wide curves. The magic of etching your own trail into the fresh snow, choosing your own rhythm and pace! Winter wonderland is so enchanting that you gladly pause to absorb what is around you.

It's been a while... Over 110 years ago, the first ski course in history took place – right here on Arlberg mountain. The following years saw a continuous rise in the enthusiasm for skiing. Ever more people discovered the pleasures of strapping on skis and trudging or charging through the snow. Naturally, these joys have hugely gained in comfort since the early days.

Vorarlberg's mountains have been made easily accessible by ropeways and ski lifts, without ever being exposed to the dangers of irresponsible, excessive development. In many places, these convenient modes of transport whisk visitors up steep mountainsides towards exceptionally beautiful viewpoints. From up there, one can admire the diversity of Vorarlberg's landscapes. Depending on the exact position, one can gaze across a sea of summits, valleys, villages and towns – even all the way to Lake Constance. Most ropeways and lifts are designed and produced right here: The long-standing family business Doppelmayr, global market leader in the construction of ropeways, is headquartered in Vorarlberg. Especially on frosty winter days, skiers owe a particular debt of gratitude to Doppelmayr. After all, they invented the cozy heated chair lift seats now treasured by winter sports enthusiasts everywhere.

Every region in Vorarlberg boasts ski areas of varied sizes, with slopes ranging in difficulty from dead easy to super hard. Fun and snow parks spice things up even more. If you want to learn to read the snow, try your hand at freeriding or ski touring. Bear in mind that one should only ever venture beyond the well-tended slopes when accompanied by a ski guide. Ski schools offer courses in every imaginable type of skiing, for all age groups and levels of proficiency.

Vorarlberg's one-of-a-kind architecture instantly catches the eye – in particular, when traditional and contemporary wooden buildings happily sit side by side, as they do in lots of villages. Many a modern sight can be admired in ski regions, too: whether it's an ultra-contemporary mountain-top restaurant or a state-of-the-art lift station.

At certain times of the year, families in particular have their pick of special offers, and throughout the winter, entertaining programmes are tailored to their interests and needs. The little ones learn to ski in playful ski courses, and many hosts take great pride in offering family-friendly services in hotels and other lodgings.

For more information see www.vorarlberg.travel/skiing

Respect Your Limits

The campaign "Respect Your Limits" appeals to winter sports enthusiasts' individual responsibility, asking them to be mindful of nature in all their actions. This means, for example, staying on sign-posted paths and steering clear of young forests, so as to protect animals and plants. www.respektiere-deine-grenzen.at – in German

Exploring winter worlds

What sounds does the snow make? And what does crisp winter air feel like? What is lying in wait behind the next bend? Anyone who sets out to explore winter in sturdy boots or on snowshoes is as close to nature as it gets, and bound to discover many unknown things: the soothing effect of winter tranquillity, for instance, and the pleasant stimulation of body and mind by physical exercise.

If you enjoy choosing your own pace, marvelling at the beauty of the winter landscape, stopping along the way for a rest and a warming meal or drink, the many winter hiking paths between Lake Constance and the lofty summits will be your cup of tea. Some of them are cleared of snow, on others, hikers' footprints paint patterns across the pillowy-soft white expanse. Many villages offer guided winter rambles – a great opportunity to get familiar with the area and interesting local stories.

Some regions offer special deals combining a day's worth of hiking with dining. Usually, they include three meals served to the hiker at three different alpine inns or rustic slope-side lodges.

Have you ever experienced the unique feeling of show-shoeing across the landscape? Once you have strapped on these flat, oval-shaped devices, you can throw all fears of sinking in the deep powdery snow overboard. Special crampons facilitate easier ascents and descents. Guided snowshoe tours offer an ideal opportunity to dip your toes into this great sport. Naturally, all snowshoe hikers should stay abreast of avalanche warnings and animal and nature preservation guidelines, such as the ones set out in the "Respect Your Limits" initiative.

Every region boasts a diverse network of cross-country ski routes, with both classic and skating trails. The trails run along picturesque rivers, across wide flat expanses and up small hills, through forests and around mountains. Some cross-country ski areas even straddle international borders. You can, for instance, travel on cross-country skis from Hittisau in Bregenzerwald to Balderschwang in Germany, and from Kleinwalsertal to Oberstdorf, which is also located in Germany.

If altitude is your attitude, travel up to Montafon's Silvretta-Bielerhöhe at a lofty height of 2032 metres above sea level. It offers no less than 21km of elevated cross-country pleasures!

For more information see www.vorarlberg.travel/off-piste-activities

Family Fun

Offers and programmes for families invite parents and kids to do some playful exploring, with a little dash of adventure mixed in. Together, you check out some tobogganing, a torch-lit ramble, ski safari, husky tour, a farm or two, some stables or museums, which encourage visitors to take a good look or even try some experiments. www.vorarlberg.travel/family-holidays-winter



Arlberg © Daniel Zangert/Lech Zürs Tourismus



Fuxbau Stuben © Angela Lamprecht



Lech, Arlberg © Oberhauser Photography



Bus: Stop Krumbach Brandlen - Martin Vogel



Sonnenkopf © Dietmar Dengler



Bergrestaurant Muttljoch © Dietmar Dengler

Treats for the tastebuds – and the entire body

Fresh, regional and refined – that's the motto in the many award-winning inns and restaurants. Mouth-watering dishes prepared using chiefly regional delicacies are also served at restaurants and inns on mountain-tops and right beside the ski slopes. Specialised hosts will treat you to pampering offers. Most spa areas have been newly built in recent years or upgraded.

Vorarlberg is lucky. A booming economic and cultural region, it is also known for its excellent cuisine and its many innovative chefs, who transform regional delicacies into inventive tastebud-tickers. They source most of their ingredients from small manufacturers and farms located right here. Over 4000 farms call the area between Lake Constance and the mountains their home, and approximately 15 per cent of these adhere to strict organic standards. While growing valuable produce, the farmers also maintain and take good care of the cultivated landscape. Alpine transhumance, which has been practised in Vorarlberg for ages, strongly contributes to this as well.

Many farmers keep cows, some also sheep and goats. Their milk is the basis of the cheeses Vorarlberg is famed for. The flavoured mountain and alpine cheeses are particularly sought-after. In Montafon, "Sura Kees", an aromatic low-fat cheese, reigns supreme. Cheese is an indispensable ingredient in Vorarlberg's long-standing favourite, "Kässpätzle" (a filling dish of tiny cheesy dumplings), as well as in a number of modern dishes.

Meat is sourced primarily from local farms or neighbouring provinces, fish from Lake Constance or small fish farms.

Vegetable farmers in the Swiss Rhine Valley and in Bregenzerwald supply fresh produce ranging from aubergines to courgettes. All around the year, they deliver their fresh harvest to markets, hotels, restaurants and households. Rheintaler Ribel AOP, a type of ground maize, also grows in the Rhine Valley and it serves as a key ingredient in "Ribel", a traditional local delicacy found at well-curated breakfast buffets and on dessert menus. Apples, pears,

cherries, plums, berries and other types of fruit thrive particularly in the Rhine Valley and nearby suntraps. They are often turned into juices, ciders and fine spirits. Tantalising pear spirit "Subiret" is considered the king of Vorarlberg drinks. More and more chefs enjoy foraging for herbs, mushrooms and other treasures in the wild, or growing their ingredients in their own gardens.

Culinary souvenirs from Vorarlberg are widely available at cheese houses, delis and directly from shops attached to farms. The range of products includes classics like cheese and fine spirits alongside more unexpected gifts, such as pasta, oils, dried fruit, chocolate, herbal teas and spices.

If you want to pamper your body, Vorarlberg's Feel Well hosts are just the ticket for you. They offer fasting treatments, healing mud baths, slimming and beauty treatments, relaxed pampering days and activities in nature. The ambience in the usually quite modern, light-flooded wellness and spa areas is designed to contribute to a harmonious overall experience.

For more information see www.vorarlberg.travel/food-and-drink

Inspiring and Surprising

Even in winter, Vorarlberg's stages and museums buzz with activity, hosting concerts and theatre productions. Small tasteful music salons invite you to enjoy a refined kind of après-ski. Exhibitions address a variety of topics. Architecture enthusiasts go on an ArchitectOUR exploring Vorarlberg's characteristic mix of traditional and contemporary wood architecture.

You would struggle to find a gap in Vorarlberg's event schedule. Concerts of every genre are staged in the cities, but also in a number of villages, ranging from classical music to pop and jazz. These are complemented by theatre and comedy shows. Some villages and hotels add more than a touch of class to après-ski by putting on tasteful live concerts. Tanzcafé Arlberg, a particularly popular après-ski festival, takes place at the end of the ski season in Lech Zürs am Arlberg. Its mostly open-air gigs are sure to get your feet tapping and your hips swaying.

All across Vorarlberg, museums invite you to immerse yourself in fascinating topics. Kunsthau Bregenz on the shores of Lake Constance is dedicated to contemporary art. "Vorarlberg museum" with its changing exhibitions, which is also located in Bregenz, focuses on Vorarlberg's past and present. Families in particular treasure Dornbirn's interactive nature exhibition "inatura" with attached science centre. The Jewish Museum in Hohenems dedicates itself to contemporary topics. Werkraumhaus in Andelsbuch in Bregenzerwald puts a spotlight on regional architects and craftspeople's innovative creations. In Au, the Museum of Baroque Master Builders tells the extraordinary story of the Au guild.

Anyone with an interest in Vorarlberg's creators can admire innovative examples of architecture and crafts in many places. Self-guided ArchitectOURS offer a good overview. The range includes both full and half day tours. Bregenzerwald's twelve "Umgang Bregenzerwald" paths are all designed as village circuits showcasing the regional fondness for crafting and creating. Kleinwalsertal's "Walsenwege" paths make history come alive.

For more information see www.vorarlberg.travel/culture www.vorarlberg.travel/architecture

Winter Worlds – The Vorarlberg Journal

Vorarlberg was literally born with a passion for winter sports. Some 110 years ago, the first ski course ever in the Alps was held on the Arlberg mountain. In the Vorarlberg Journal, the reigning freeride world champion portrays her favourite runs. A manager of the ropeway company explains how a cable car works. The current Journal edition also features ski guides, lodge-keepers, mountain rescuers and ecologists alongside a toboggan builder and a biologist who watches birds wintering in the Rhine delta.

The Vorarlberg Journal is available free of charge with the Vorarlberg Tourist Board at www.vorarlberg.travel/magazine



Did you know that ...

- ❄️ Vorarlberg pastor Johann Müller from Warth was one of the **first skiers** in history? In the 1890s, he sent for skis all the way from Sweden, the better and faster to travel the alpine terrain at Hochtannberg and Arlberg. The present-day guided "Pastor Müller" ski tour from Warth to Lech Zürs am Arlberg commemorates this pioneer of skiing.
- ❄️ the **first ski course** for guests ever to take place was held in Zürs am Arlberg in 1906?
- ❄️ in 1907, at Bödele near Schwarzenberg, the first **engine-powered "lift"** entered into operation? It was a sled which was pulled uphill. The first T-bar lift designed as we know it today was chugging along in Zürs am Arlberg from 1937. Ten years later, the first chair-lift in history was opened in Tschagguns in Montafon.
- ❄️ several museums spotlight **ski history**? One of them is the International Ski Federation Museum of Skiing located in the Damüls parish house, another, the ski museum in Walserhaus exhibition centre in Hirschegg, Kleinwalsertal. Kästle Museum in Lech Zürs am Arlberg recounts the history of the famous Vorarlberg ski brand Kästle. Skiing greats of yesteryear are presented at the "Hall of Fame" inside the top station of the Flexenbahn cableway in Lech Zürs am Arlberg.
- ❄️ that the principle of the **sun protection factor SPF** was developed in Vorarlberg? We owe this to Franz and Marga Greiter, the founders of sunscreen manufacturer "Piz Buin", named after Vorarlberg's eponymous highest peak (3312m above sea level).
- ❄️ **ropeways** all around the world are planned and in part also produced in Vorarlberg? The long-standing family business Doppelmayr, global market leader in ropeway construction, was founded and is headquartered in Vorarlberg.
- ❄️ **heated chair lift** seats are a Vorarlberg innovation? They, too, were developed by Doppelmayr.
- ❄️ Lech Zürs am Arlberg is part of **Austria's largest interconnected ski area**? 88 ropeways and lifts provide access to 305 kilometres of slopes and they connect winter sport resorts on the Vorarlberg and on the Tyrol side of Arlberg Mountain.
- ❄️ Kleinwalsertal is the location of Vorarlberg's only ski area that **straddles an international border**? In Fellhorn/Kanzelwand, skiers swing down both Austrian and German slopes.
- ❄️ Hochjoch-Totale is Vorarlberg's **longest descent**? Situated in Silvretta Montafon, in the ski area of Schruns-Tschagguns, the ski run is an impressive 12 kilometres long.
- ❄️ Damüls in Bregenzerwald is considered the village **richest in snow** in the entire world? Every year sees snowfalls of around nine metres. Thanks to their location at the northern edge of the Alps, other Vorarlberg villages at high elevations record similar amounts of snowfall.
- ❄️ the ski manufacturer **Kästle** has its origins in Vorarlberg and continues to produce skis in the region? The ski brand **Head** has also been producing skis in Vorarlberg for decades.