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Winter season 2011/2012 in St. Anton am Arlberg

## Cool yet traditional



A seriously addictive hut rally, ski races with cult status and great fun for all on the pistes – Winter in St. Anton am Arlberg is cool yet traditional, exciting yet relaxing. The ideal location to stage your holiday in the snow, with every opportunity to make it as vibrant and colourful, or as quiet and relaxing as you like. A whole host of activities is going on in this internationally renowned ski resort from the 2<sup>nd</sup> December 2011 to the 22<sup>nd</sup> April 2012, with 280 km of marked pistes, 180 km off piste terrain, as well as a choice of 84 cable car systems and lifts.

*Photo: There's no need for rose coloured spectacles – the 2011/2012 winter season at St. Anton am Arlberg is going to be good. Picture courtesy of: TVB St. Anton am Arlberg / Photographer Georg Gindl*

### **Party Heroes and Advent Atmosphere: STANTON SKI OPEN from 2nd to 4th December**

St. Anton am Arlberg will be kicking off the latest ski season with the SWR3 Ski Festival and a ski opening weekend from the 2nd to 4th December. A SWR3 cover band will provide an entertaining party atmosphere at night, whilst a 3 three day ski testing featuring numerous manufacturers and the St. Anton Rally in resort ensures plenty of sporting highlights during the day. Winter sports enthusiasts can make the most of the opportunity to try out some of the latest gear on the market. Those looking for a little more peace and quiet will appreciate the festive atmosphere at the traditional Christmas market, held concurrently from the 2<sup>nd</sup> to 5<sup>th</sup> December in the pedestrian zone at St. Anton am Arlberg.

### **The Holy Man and his Beasts: 14th Arlberg-Pass Krampalar Devil's Run on the 5<sup>th</sup> December**

Young men in extraordinary costume will accompany St. Nicholas through the streets of the village on the 5th December: Known as „Krampalar“ (Devils) in Arlberg, they wear ornate, yet terrifying masks and “Devil's skin”. There is no need to be afraid, however, as deep down the Krampalar are known to be loving and gentle creatures. Jot down the dates in your diary, as this is an experience that really shouldn't be missed. The Krampuslauf Devil's Run in St. Anton am Arlberg is a particularly special custom surrounding the legend of St. Nicholas in Tyrol.

### **Chart-topping: RTL2 Après-Ski Hits from 9<sup>th</sup> to 11<sup>th</sup> December**

Be the first to hear this season's hits. The latest international chart toppers will be presenting the hottest hits of the 2011/2012 winter season at the Mooserwirt from 9<sup>th</sup> to 11<sup>th</sup> December. This show will be recorded by the German TV channel, RTL2. Open to all and free of charge.

### **Ski journey through time: „Schneetreiben – The Snow must go on“ from 30<sup>th</sup> December**

Together with the Arlberg Ski School, the Arlberg Tourist Board will be staging the spectacular „Schneetreiben“ Ski Show at the World Cup Stadium. A fascinating display of technical skiing ability, the show is complemented by a filmed backdrop showing the historical development of skiing and its' associated techniques from inception until today. This outdoor event starts at 21 hrs and admission is free. Guests also have the opportunity to enjoy „Schneetreiben“ including an evening meal with drinks in the warm, glazed lounge for € 25.- per head. Getting to and from the event has also been taken care of: special buses will be shuttling in the evening between St. Anton am Arlberg, Flirsch, Schnann, Pettneu and St. Christoph.

The premiere takes place on 30<sup>th</sup> December and includes a firework display, after which visitors and locals alike can enjoy this fascinating show every Wednesday evening throughout the season.

### **Classical start to the New Year: Arlberg New Year's Concert on the 3rd January**

Under the direction of Prof. Dr. Rudolf Streicher, President of the Vienna Symphony Orchestra and honorary citizen of St. Anton, this Arlberg New Year's Concert will take place on Tuesday, 3<sup>rd</sup> January. The Ambassade Orchestra Vienna embodies music and classics of the highest standards in the perfect acoustic setting of the World Cup Hall at ARLBERG-well.com.

### **Guns blazing: The "Red Bull Hut Rally" on the 27th and 28th January**

International ski-cross pros will be battling it out against adventure hungry amateur enthusiasts. This action-packed race spans two kilometres and 450 metres in altitude difference. It is littered with obstacles and participants fight it out whilst employing plenty of elbow power! Standard rules don't apply – what counts here is who crosses the finishing line first. There's an awful lot at stake, as the winning prize is a car for both the ladies and men's winners. You'll have to be good to beat last year's champion and ex world cup rider, Daron Rahlves from the USA.

### **Cool: Kirschbaum Battle on 17th and 18th March**

St. Anton am Arlberg is known and celebrated for its' many free-ride opportunities – over 180 kilometres of deep snow terrain are waiting for the specialists. It's going to be colourful and sporty fun on the 17th and 18th March, as the „O'Neill Kirschbaum Battle“ is inviting participants to this two day event. Free-skiers, snowboarders and rookies will be arriving at Stanton Park in colourful, cool clothes to put their skills to the test and battle it out for prize money, fame and honour. With an amazing entertainment programme and after contest parties – this event speaks for itself!

### **Unfamiliar terrain: Snow Volleyball World Tour on 13th and 14th April**

Extreme sport, party, snow, mountain air and adrenalin – the Snow Volleyball World Tour will be here to give a guest performance in Arlberg, luring hundreds of fans and spectators to unfamiliar, icy terrain. The international volleyball elite will be competing in customary style at the top station of the Rendl lifts at 2,030m above sea level for the title, „King of the Snow“.

### **„The White Thrill“ on 21st April**

Distinctive features of this cult ski race include: A mass start with around 500 participants, a nine kilometre run with unprepared, natural pistes, 1,300 metres in altitude difference as well as a 150 metre ascent over 37 metres in altitude. And if you think that's all, then you're sorely mistaken. Last but not least, a final obstacle awaits down in the valley, just before the finishing line – and crossing that line is all that counts.

## **Package deals for even more winter holiday**

### **Great offers for the start of the season: Snow Crystal Week and Wedel Weeks**

Bling, bling – St. Anton am Arlberg is starting the season with some very attractive prices: During the first Snow Crystal Week from the 3<sup>rd</sup> to 10<sup>th</sup> December, many hotels offer attractive package deals and a 6 day ski pass costs only 154 Euros – 25 per cent less than the already very reasonable low season rates. Those of you that can't squeeze this week into your action-packed diary have the opportunity to book the following Wedel Weeks. They are valid from the 10<sup>th</sup> to 24<sup>th</sup> December – the best Christmas present ever for diehard ski fans.

### **„Ladies First“! Feel Good Weeks from the 7th to 28th January**

St. Anton am Arlberg holiday resort will be paying extra special attention to its' female guests from the 7<sup>th</sup> to 28<sup>th</sup> January: During the Feel Good „Ladies First“! Weeks, every female guest can pick up her personal „Ladies First Book“ from the Tourist Offices. This includes vouchers for drinks, ski hire and ski service, hours of relaxation and feel good time, various goodies and special offers. It's twice as easy to feel like a princess when staying at St. Anton am Arlberg! And if that isn't enough, one of you lucky ladies will definitely be back next year – because she will have won a week long summer holiday for two persons.

**Powder Snow Weeks from the 7th to 28th January**

January is the month for deep snow enthusiasts and pleasure carvers. In the evening you can check out the sky and weather forecast before you are the first to hit the slopes the next day. It's all about being the one to make the "First Line" in virgin snow terrain. After all, there is no less than 180 kilometres of off piste terrain for powder lovers and, equally tempting, are the reasonable prices during this exciting period.

**Firn Weeks from 17<sup>th</sup> to 31<sup>st</sup> March**

During the Firn Weeks from the 17th to 31st March, winter sports enthusiasts can take advantage of perfect snow conditions in the mornings and relaxing afternoons spent lounging in the sun under clear blue skies. Firn Weeks are available from as little as 390 Euros, including a 6 day lift pass and bed & breakfast accommodation.

**Last but not least: Snow Crystal Week from the 14th to 22nd April**

The season ends as it began: with the Snow Crystal Week. In the last week of the winter season, lift passes are again offered at 25 per cent less than the already very reasonable low season rates. Numerous hotels and guest houses offer special conditions with heavily reduced rates. For example, a week-long stay in a comfortable bed & breakfast including a 6 day lift pass is available from as little as 329 Euros.

**And that's just the beginning...****280 kilometres of marked pistes, 180 kilometres off piste terrain, 84 lift systems, Park Fun and Info Teams stationed on piste**

While freestyle skiers and boarders all meet at the Funpark at Rendl to let off steam on the varied kickers, ramps and rails, alpine skiers and snowboarders can make the most of this versatile resort at St. Anton am Arlberg. And what makes it so special? This ski region is so incredibly extensive that holidaymakers can ski from morning to night without ever having to ski the same slope twice. Experienced skiers will also enjoy all the diversity St. Anton am Arlberg has to offer. Local guides, in particular, know which slopes offer the perfect conditions at what time of day, and their expertise can be booked direct via local ski schools. The multi-lingual Info Team is always on hand to offer advice and tour suggestions – they are easily recognizable by their red jackets and can be found at various stations throughout the resort.

**Gentle Winter Sport and Wellness**

Winter holiday pleasure seekers are also particularly well catered for; well away from the regular piste goings-on at St. Anton am Arlberg. Cross country skiers can take advantage of the 40km network of cross country trails and winter walkers can choose from 71 kilometres of well prepared walking trails. A natural toboggan run and ice rink right in front of ARLBERG-well.com invite you to ice skate or indulge in a spot of curling. Wellness and Spa can be enjoyed in plentiful form at one of the many hotels in the St. Anton Resort, at ARLBERG-well.com or in the wellness park at Stanzertal in Pettneu. Or why not take this opportunity to book romantic horse drawn sleigh ride through Tyrolean snowy landscapes?

**Multi-functional: Sport- and Climbing Centre arl.rock**

Tennis, volley ball, squash, bowling, indoor soccer, climbing, bouldering, ice climbing..... Active sporting fun can be found all year round at the Sport and Climbing Centre, arl.rock, in St. Anton am Arlberg. The ultimate sporting show piece of this climbing centre is its' diverse range of climbing opportunities: Up to 25 varied outdoor routes in various grades of difficulty and an indoor bouldering area covering 130 square metres, with 60 climbing routes are offered in grades of difficulty ranging from 3 to 9.

### Little snow men making a big impression – Children’s ski passes for only ten Euros

Children born from 2004 onwards only pay 10 Euros for their „Snow Men“passes and have full access to the pistes of St. Anton.

### Tasty treats at the highest standards

Gault Millau have again awarded four restaurants in St. Anton with their coveted toques: Hotel Alte Post Stube, Verwallstube at Galzig, Hotel Arlberg Hospiz Restaurant as well as the Hospizalm in St. Christoph am Arlberg. In fact, the Verwallstube is the proud bearer of two toques. Located at 2,185 metres above sea level on the Galzig, it is the highest “Two Toque Restaurant” in Europe.

### Leave your car at home

A relaxing holiday begins with a relaxing journey. Why not leave your car at home? St. Anton main line rail station is in the centre of town, where all major inter-city trains make a stop. You don’t even really need a car whilst taking a ski holiday at St. Anton am Arlberg. Regular shuttle buses transport guests from St. Anton into the surrounding villages and resorts. Those of you staying in St. Anton direct, will have no problem at all accessing the entire infrastructure on foot.

### Quick Check List of the Preliminary Winter Events 2011/2012:

02.12.2011 – 04.12.2011	Stanton Ski Open with SWR3 Ski Festival
02.12.2011 – 05.12.2011	Christmas Market
03.12.2011 – 10.12.2011	Snow Crystal Week
05.12.2011	14th Arlberg-Pass Krampalar “Traditional Devil’s Run”
09.12.2011 – 11.12.2011	RTL2 Après-Ski Hits 2012 at the Mooserwirt
10.12.2011 – 24.12.2011	Wedel Weeks
27.12.2011	Wiltener Choir Boys Concert
30.12.2011	„Schneetreiben – The snow must go on“ Ski Show with Fireworks
03.01.2012	Arlberg New Year’s Concert
07.01.2012 – 28.01.2012	„Ladies First“! – Feel-good weeks in January
07.01.2012 – 28.01.2012	Powder Weeks
27.01.2012 – 28.01.2012	“Red Bull Hut Rally“
28.01.2012 – 04.02.2012	Ski-Club Arlberg Week
17.03.2012 – 31.03.2012	Firn Weeks
17.03.2012 – 18.03.2012	Kirschbaum Battle
13.04.2012 – 14.04.2012	Snow Volleyball World Tour
14.04.2012 – 22.04.2012	Snow Crystal Week
21.04.2012	„The White Thrill“
22.04.2012	Season Finale at St. Anton am Arlberg

Further information is available from the information office at St. Anton am Arlberg under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

„The Mooser Hotel“, „Hotel Valluga“, „m3hotel“ and „Tannenhof“ open early December  
**New stars are emerging at St. Anton am Arlberg**



An impressive four new hotels will be opening in St. Anton am Arlberg at the start of the 2011/2012 season. With „Das Mooser Hotel“, „m3hotel“, „Hotel Valluga“ and the „Tannenhof“, this international ski resort is gaining even more brilliance in the 4 and 5 star category. Each hotel has its' own distinctive architectural character, yet share a common bond of

tradition and modernism for the discerning guest. [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Photo: „Das Mooser Hotel“ in St. Anton am Arlberg. Picture courtesy of: „Das Mooser Hotel“

The choice of accommodation in St. Anton am Arlberg is certainly varied. From private bed and breakfast to a 5 star hotel, rooms and suites can be found to suit every taste and every budget. With these four new hotels, the choice is even greater from December onwards. Good news for not only winter sports enthusiasts, but all those who appreciate top class spa facilities, cuisine and service as well as the exclusive lifestyle found only in Arlberg. „Nowhere else have so many 4 and 5 star hotels opened in such a short period of time. This surge in quality at the top end of the hotel sector provides us with a welcome new marketing tool“, comments Martin Ebster, Director of St. Anton am Arlberg Tourist Board on the new establishments.

**„Das Mooser Hotel“ – „Ski-in, Ski-out“ with Arlberg-Spirit**

Mooser – a name that will be recognised by Arlberg guests – especially by fans of stylish après-ski. Now the MooserWirt team headed by Eugen Scalet have built a 4 star hotel right next door. The iconic après ski celebrated here is now matched in its' excellence by nights spent at this new hotel. Located directly next to the Galzig valley run at 1,404 metres above sea level, „Das Mooser Hotel“ stands out not only because of its' „Ski-in, ski-out“ location and magnificent views, but with a wonderful alpine lodge ambience, classic Tyrolean charm and a contemporary aesthetic that dominates the 17 rooms and suites. Guests can look forward to a healthy environment, panoramic views and innovative cuisine. Spa facilities include an imposing “rock gorge” and infinity pool. No-one needs to worry about noise coming from the adjacent „MooserWirt“ though, as the architecture of the new seven story building was designed accordingly and the après ski bar closes at 20 hrs.

[www.mooserhotel.at](http://www.mooserhotel.at)

**„m3hotel“ – classy lifestyle**

Contemporary lifestyle is what it is all about at „m3hotel“. These words refer to the delightful new 4 star hotel that has just been built in the centre of St. Anton am Arlberg. This modern structure houses traditional hospitality and 26 spacious rooms. The bathrooms are superbly equipped with infrared cabins and fantastic showers. Clear views of St. Anton, the mountains and pistes can be enjoyed from the panoramic roof terrace on the 4th floor where plans can be laid for which runs to take for the next day. Great dining can be enjoyed at the welcoming „m3Café“ and the „m3hazienda-restaurant“. „m3“, incidentally, stands for the three “Kaser” brothers, Mansuet, Michael and Markus who have created this hotel as a joint venture.

[www.m3hotel.at](http://www.m3hotel.at)

**„Tannenhof“ and „Hotel Valluga“ – new sparkle to old walls**

In addition to „m3hotel“ and „Das Mooser Hotel“, the traditional „Tannenhof“ and „Valluga“ hotels enrich the diverse choice of hotel venues. Both the „Tannenhof“ and „Hotel Valluga“ have been completely gutted and re-styled. The former 3 star „Tannenhof“ has made the leap to a 5 star retreat. Its' impressive architecture was created using regional materials and is a fascinating mixture of traditional and contemporary. Seven exclusive suites of between 75 and 200 square metres offer spacious and sumptuous luxury. Delicious cuisine is served in the á-la-carte restaurant with terrace and views over St. Anton, created using almost exclusively seasonal and organic Tyrolean products.

[www.hoteltannenhof.net](http://www.hoteltannenhof.net)

„Hotel Valluga“ was built in 1938 and can look back over a long history. The new owners have now converted it to a 4 star hotel: The interior of the old building was completely removed and replaced by a stunning new design using a combination of traditional and modern building materials. During a second construction phase in 2012, the hotel will be complemented by spa facilities with a pool. 21 rooms, nine of which are suites, offer „Hotel Valluga“ guests the highest levels of comfort and quality.

[www.vallugahotel.com](http://www.vallugahotel.com)

**2012 opening: „Anthony's Life & Style Hotel“**

But that is not all: In 2012, another four star hotel will be added to the resort's growing list in the form of „Anthony's Life & Style Hotel“ in St. Anton am Arlberg's pedestrian zone. „Anthony's Life & Style Hotel“ will already be giving guests a taste of their innovative gastronomy this winter, with a take-away café, pizzeria, steak-house and bar..

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“*

## in brief +++ Special Weeks & Events +++ in brief



### Snow Crystal Week from 3rd to 10th December

Bling, bling - St. Anton am Arlberg will be kicking off the 2011/2012 ski season with some very attractive prices and the Stanton Ski Open: This international ski resort will start the season in customary style with a fantastic opening weekend from the 2nd to 4th December and the SWR3 Ski Festival, three days of ski testing, St. Anton Rally, SWR3 cover band concert and the traditional Christmas market. Not only that, the „Krampalar“ (devils) will be making mischief again on the 5th December in Arlberg – an amazing spectacle and particularly special Tyrolean

custom surrounding the legend of St. Nicholas. During the **Snow Crystal Week** from the 3rd to 10th December, numerous guest houses and hotels offer heavily discounted rates and a 6 day lift pass costs 25 per cent less than the already reasonable low season tariff. This means that a seven night stay in a comfy B & B, including a 6 day ski pass is available from as little as 329 Euro. *Photo: Let's go! – St. Anton am Arlberg will be launching its' 2011/2012 winter season on the 2nd December 2011. Picture courtesy of: St. Anton am Arlberg Tourist Board / Photographer Josef Mallaun*



### Wedel Weeks from 10th to 24th December

The Wedel Weeks at St. Anton are legendary. During this period guests can soak up the wonderful pre-Christmas atmosphere at incredibly attractive prices. There's plenty of fun on the agenda too, with the filming of German TV's „RTL2 Après-Ski-Hits 2012“ at the Mooserwirt from 9<sup>th</sup> to 11<sup>th</sup> December – party time is guaranteed!. What makes it so special: The Arlberg Lift Company as well as hotels and guests houses will be sweetening this heavenly period with great value for money offers and **Wedel Week packages**. Those looking to escape from the stressful run up to Christmas can do so by booking seven days in a comfy bed and breakfast with a six day ski pass from only 373 Euros – the best Christmas present ever for die hard ski fans! *Photo: Courage, concentration, skill and speed are compulsory factors at the „Red Bull Hut Rally“ in St. Anton am Arlberg. Picture courtesy of: St. Anton am Arlberg Tourist Board / Red Bull*



### Powder Weeks from 7th to 28th January

Snow, snow, snow – January is THE month for deep powder fans and carver enthusiasts. Check out the sky and weather forecast in the evening and be the first to hit the slopes the next morning. It's all about being the one to make the “First Line” in virgin snow terrain. After all, there are no less than 180 kilometres of off piste terrain for powder lovers. Making that „First Line“ is what motivates participants of the „Red Bull Hut Rally“ on the 27th and 28th January, when pros and amateurs meet head on at the spectacular Freeski-6-Cross-Races. During the

**Powder Snow Weeks**, a seven night stay in a comfy B & B, including a 6 day ski pass is available from as little as 390 Euro. The ski pass is valid for the entire Arlberg region with 280 km of marked ski runs and 84 lift and cable car systems. And last but not least, the multimedia ski show „Schneetreiben – Driving Snow“ is performed every Wednesday evening at the World Cup Stadium – an entertaining journey through skiing history from its' beginnings to the present day.

*Photo: Ladies First and the First Line. Picture courtesy of: St. Anton am Arlberg Tourist Board / Photographer Josef Mallaun*

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## In brief +++ December-Events +++ In brief



### **Christmas Market from 3rd to 5th December**

With the delicious smell of Christmas in the air and tasty local delicacies waiting to be sampled, take time to browse amongst the many colourful market stalls and pick up a few gift ideas – the traditional Christmas market in St. Anton's pedestrian zone is dedicated to the festive season for three whole days. Visit: [www.stantonamarlberg.com](http://www.stantonamarlberg.com) to find out more

*Photo: Christmas market at St. Anton am Arlberg. Photo courtesy of: St. Anton am Arlberg Tourist Board / Photographer: Thomas Klimmer*



### **The Saint and the Beasts:**

#### **14th Arlberg-Pass „Krampalar“ Devil's Run on the 5th December**

The "Krampuslauf" Devil's Run in St. Anton am Arlberg is a fascinating example of local custom associated with St. Nicholas Day. Young lads dressed in terrifying attire accompany St. Nicholas through the streets of St. Anton on the 5<sup>th</sup> December: The Krampalar, as they are known as in Arlberg, wear hideous carved masks and a so-called Devil's skin. No need to worry, though, because underneath their evil disguise they are really quite placid beings. This amazing spectacle really shouldn't be missed. For more information visit: [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: Creepy shell, but soft centred – one of the Krampus at St. Anton am Arlberg*

*Photo courtesy of: St. Anton am Arlberg Tourist Board / Photographer: Christian Schranz*



### **The Après-Ski-Hit Chart Toppers from 9th to 11th December**

Original party fun. For the 11th time now, St. Anton winter sports enthusiasts can take part live during the recording of German TV channel, RTL2, après ski hits

and be the first to find out what the ski season 2011/2012 has to offer. International chart toppers will be performing for the cameras at the Mooserwirt from Friday the 9th to Sunday the 11th December, providing a perfect end to a great day on the slopes. Admission is free. For more information, visit: [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: The RTL2 Après-Ski-Hits show attracts huge crowds to the Mooserwirt every year.*

*Photo courtesy of: Mooserwirt*



**A journey through ski history: „Schneetreiben – Snow Driving“, from 30<sup>th</sup> December**

Together with the Ski School Arlberg, St. Anton am Arlberg Tourist Board will be hosting the spectacular „Schneetreiben – Snow Driving“ Ski Show at the World Cup Stadium. Fascinating driving skills and the historical developments of skiing can be seen both live on the piste and in big screen format. The journey through ski history begins at 21 hrs and admission to this outdoor event is free. Guests also have the opportunity to enjoy “Schneetreiben” with an evening meal and drinks in the warm, glazed lounge at the World Cup Stadium for Euro 25,- per head. Transport to and from the event has also been taken care of with special buses shuttling in the evenings between St. Anton am Arlberg, Flirsch, Schnann, Pettneu and St. Christoph. This year’s premiere will take place on the 30<sup>th</sup> December and includes a firework display, after which guests and locals alike will be taken on their journey through ski history on Wednesdays.

*Photo: From skis to the snow-cat – everything is used during the journey through ski history in St. Anton am Arlberg. Picture courtesy of: St. Anton am Arlberg Tourist Board / Photographer: Friedrich Schmidt*

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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**in brief +++ in brief +++ in brief**



**Car free – stress free: 500,000 free kilometres**

Those holidaying in St. Anton am Arlberg certainly won't be needing their car. A free bus service operates between all sub districts of St. Anton as well throughout the entire region – covering a distance of 500,000 kilometres alone for holiday guests during the winter season. If one includes the commuter buses used by many people working in St. Anton am Arlberg, the distances covered amount to an impressive 900,000 kilometres. Everything is easily accessible in St. Anton am Arlberg – the base station of the cable cars is in town, as well as shops and restaurants. St. Anton railway station is located right in the centre, where all

major international express trains stop and convenient connections are provided for Innsbruck, Zurich, Munich, Memmingen and Friedrichshafen international airports. For more information, visit: [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: The pedestrian zone at St. Anton am Arlberg*

*Picture courtesy of: St. Anton am Arlberg Tourist Board*



**Festive end to the year:**

**Concert by the Wiltener Boys Choir**

A wonderful opportunity to contemplate on the past year's events whilst getting ready for 2012 to the beautiful sound of festive voices – the Wiltener Boys Choir will be performing a concert in the great Arlbergsaal Hall on the 27<sup>th</sup> December. This 160 member choir is one of the oldest and most traditional boys' choirs in the Alps. Their history dates back to the 13<sup>th</sup> Century and they share many historic links with the Vienna Boys Choir. For further information, visit: [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: The Wiltener Boys Choir*

*Picture courtesy of: Wiltener Boys Choir / Rupert Larl*



**A classic start to the New Year:**

**Arlberg New Year's Concert on 3rd January**

President of the Viennese Symphonic Orchestra and honorary citizen of St. Anton, Prof. Dr. Rudolf Streicher, will be conducting the Arlberg New Year's Concert on the 3<sup>rd</sup> of January. The Ambassade Vienna Orchestra represent music and classics of the highest

standards, the World Cup Hall at [ARLBERG-well.com](http://www.ARLBERG-well.com) provides the perfect acoustic setting. Further information available under: [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: St Anton am Arlberg New Year's Concert*

*Picture courtesy of: St. Anton am Arlberg Tourist Board*

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“*

St. Anton am Arlberg: „Snowman Card“ for children under eight  
**Season Lift Pass for 10 Euros**



**Children up to the age of eight can ski or snowboard for the whole 2011/2012 winter season at St. Anton am Arlberg for only ten Euros. With the "Snowman Card" small winter sports fans can use the entire Arlberg skiing area with 280 kilometres of marked runs and 84 mountain cable cars and lifts.**

*Photo: Little ski and snow fans have the greatest fun at St. Anton am Arlberg. Acknowledgement: TVB St. Anton am Arlberg/photographer Wolfgang Ehn*

The Snowman Card for ten euros (for children born from 2004 onwards) is a worthwhile bonus for young families of all types whether they are holiday-makers, long-term guests or regularly returning visitors – this season ticket is valid up to the end of the winter season 2011/2012. Director of Tourism, Martin Ebster, himself a father of two children, holds service for families close to his heart: "Even though our skiing area is considered demanding, St. Anton am Arlberg is a resort for the whole family with established ski runs, reserved especially for the little piste mice".

**Ski schools in St. Anton am Arlberg - child-oriented teaching or talent advancement**

The ski schools in St. Anton am Arlberg are also flexible to the different needs of the small guests and families. The weekly programmes in the ski schools are packed with many highlights including a tombola, a ski race and children's après ski, all watched over good humouredly by Hoppl the Hare and Kiki. Several child-friendly snow-paradises with fairy tale meadows and off-piste "grounds" are at the disposal of the ski munchkins. For mini skiers, who are already mini-experts on the boards, the fun can be found further up the slopes.

Whether child-oriented teaching or talent advancement - skiing or snowboarding is an adventure for children in the Tyrolean winter destination. Midday support and lunch are part of the ski schools' programmes. This is one of the reasons why kids quickly feel at home with their new friends from all over the world and parents can enjoy relaxed skiing fun on the slopes.

Further information is available from the information office at St. Anton am Arlberg under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

„Red Bull Hut Rally“ in St. Anton am Arlberg on 27<sup>th</sup> and 28<sup>th</sup> January  
**Hurtling over hay barns and obstacles**



What is it that bonds a rustic mountain hut with the modern Galzig Lifts at St. Anton am Arlberg? It is the start and finishing line of the „Red Bull Hut Rally“ on the 27<sup>th</sup> and 28<sup>th</sup> January. International pros will be competing against local guests in this action-packed and adrenalin fuelled race, with participants having to negotiate hay barns, huts and various obstacles. [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

*Photo: Spectacular jumps over barns and obstacles at the „Red Bull Hut Rally“ Ski Cross-Race. Photo credit: Marcel Laemmerhirt Red*

*Bull Content Pool*

Prerequisites for the spectacular Free-Ski-6-Cross-Races: sophisticated technique, courage and speed. And what counts ultimately, of course, are the longest jumps, tightest line and best ride. The line-up: 24 international professionals, eight women and 16 men – most notably, last year's winner and Super-G world champion, Daron Rahlves from the USA. Free skiers, free riders, ski instructors, hobby racers and other ski sport enthusiasts are additionally being sought to join an initial race on the 27<sup>th</sup> January to qualify for the main race (divided into 6 person heats) on the next day. Four amateurs and two professionals will hit the starting line together for the „Red Bull Hut Rally“ on the 28<sup>th</sup> January. The three fastest from each heat will go through to the next round.

The race will start just below the Gampen. From thereon and in just under a minute, 450 metres in altitude downhill over a stretch of almost two kilometres must be overcome. Participants have the choice of either skiing around or over the roofs of the huts and barns of St. Anton's ski resort. Those who are reminded by the location and route of the ski film classic, „The White Thrill“ , will be quickly dragged back to the present once they see the next hut jump where it's literally every man/woman for themselves. It's well worth the ski cross riders giving their all though, as a car is up for grabs as top prize for both the women and men's winners!

The „Red Bull Hut Rally“ also promises spectators plenty of fun and action. A giant screen in the finishing area will transmit images of the race, with cameras positioned at the hay barns and huts en route. Following the race, the heroes of the day will be celebrated with a great party and prize giving ceremony on the 28<sup>th</sup> January.

#### **Registration and Video**

Applications are now being accepted under [www.redbull.at](http://www.redbull.at) on a first come, first served basis. Only the first 200 applicants will be accepted. The entry fee is 30 Euros. A taste of what the participants can expect has been provided on a test run by Daron Rahlves and Andreas Matt – check it out under [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

„Ladies First“! Feel good weeks at St. Anton am Arlberg

## Ladies Hit it Off at Arlberg



**Girls, Girls, Girls – will be in the spotlight during the „Ladies First“! feel good weeks in St. Anton am Arlberg from the 7<sup>th</sup> to 28<sup>th</sup> January 2012. The Tyrolean ski resort will be spoiling its' female guests with a wide range of services, numerous concessions and fantastic goodies on and off piste. The timing is perfect: Ladies can take advantage of the „Powder Snow Weeks“ package deals as well as having the added opportunity of meeting international free-riders, who flock to St. Anton in January to carve the coveted “First Line” on Arlberg’s**

**virgin slopes in the mornings.**

*Photo: Champagne, sun and snow – ladies are in the spotlight during Ladies Weeks in St. Anton am Arlberg. Picture courtesy of: St. Anton am Arlberg Tourist Board*

Skiing or boarding in the mornings, relaxing in the afternoons and entertaining evenings with great food and fun – that’s how a perfect ladies ski day should be. The „Ladies First“! weeks provide all the necessary prerequisites: hours of feel-good relaxation, ski service, drinks as well as special concessions in restaurants, shops and various facilities in St. Anton am Arlberg... The choices on offer for winter sport loving ladies are varied and exclusive.

### **Service for the Ladies**

Ambitious skiers are provided, for example, with safety equipment for deep snow adventures free of charge for one day on booking a ski course with the Arlberg Ski School. On top of that, local sport shops offer great upgrades for the slopes: premium class hire skis at economy prices or 20 per cent discount on ladies ski and sportswear.

After a hard day on the slopes, enjoy free entry to the sauna facilities at ARLBERG-well.com with the swimming pool ticket using the special free voucher. Ladies are also invited to free drinks in the evenings in many bars and restaurants, or discount prices at selected restaurants.

### **Special Packages on Top**

Ladies can also take advantage of the “Powder Snow Packages” during the feel-good weeks from the 7<sup>th</sup> to 28<sup>th</sup> January. During this period many hotels as well as the Arlberger Lift Company offer great value for money deals. Price example: seven nights in bed and breakfast accommodation with a six day lift pass costs from as little as 390 Euros. The ski pass is valid for the entire Arlberg region, with 84 cable car and lift systems.

### **The „Ladies First“ Booklet**

This book of vouchers holds many surprises and is available for all female ski and snow enthusiasts from the Tourist Offices in St. Anton – regardless of whether you are staying in St. Anton am Arlberg, Pettneu, Flirsch or Strengen. And one lucky lady will definitely be back in a few months – because she will have won the draw for a week’s summer holiday for two persons in St. Anton am Arlberg!

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

St. Anton am Arlberg: iSkier profiles your ski day

## New: App „iSki Tracker“ with no roaming charges



Record – analyse – compare. With the new free „iSki Tracker“ App, winter sport lovers in St. Anton am Arlberg can document, analyse, share or compare their personal experiences on the pistes with fellow skiers. Moreover, this application provides information on current weather and snow conditions. The App – programmed for Apple, Android and Blackberry – is now immediately available as a free download. Tracking operates via GPS,

which means users won't be subject to roaming charges. [www.arlbergerbergbahnen.com](http://www.arlbergerbergbahnen.com)

*Photo: The new „iSki Tracker“ App enables winter sport lovers in St. Anton am Arlberg to fully document their day on the slopes. Photo courtesy of: Arlberger Bergbahnen*

Using downloaded Smartphone Apps abroad – a source of worry for many international guests. And not without reason, as the next mobile phone bill after returning from holiday can sometimes be a very unpleasant surprise. The Arlberger Bergbahnen Lift Co. and Feratel now offer the opportunity to document your own ski day free of charge with the new „iSki Tracker“ App. This App stores not only the number of kilometres covered, metres in altitude and speeds (maximum, average), but also the altitude profile, entire duration of your day on the piste (begin, end), journeys completed on the lifts as well as locations. In addition to all this data, all information on the resort itself (snow, weather, avalanche, lift and piste status) can be accessed via the „plan“ menu option.

Tracking and recording via GPS guarantees a high level of data accuracy as well as a visual evaluation in map form. Photos taken on the Smartphone can be assigned directly to the exact position in which they were taken in resort. iSkier users can then transfer all data stored on their phone to the website: [www.arlbergerbergbahnen.com](http://www.arlbergerbergbahnen.com) And hey presto – your ski journal is ready! In order to be able to enjoy full use of the new „iSki Trackers“ functions, simply complete the registration process in the App.

Further information is available from the Arlberger Bergbahnen Lift Co. under +43(5446)23520 or [www.arlbergerbergbahnen.com](http://www.arlbergerbergbahnen.com).

Spring 2012 in St. Anton am Arlberg

## **Snow, sport and sun a plenty**



The iconic „White Thrill“ race, Kirschbaum Battle, volleyball at 2,030 metres altitude.... Amongst many other sporting events, St. Anton am Arlberg will be presenting this impressive trio in spring 2012. Snow fans enjoy unparalleled winter sport conditions here with plenty of sunshine in March and April. Great skiing can be alternated with relaxing in a sun lounger for an hour or two, après-ski or indulging in some pampering spa treatments. Two special package weeks perfectly round off springtime in St. Anton am Arlberg. [www.stantonamarlberg.com](http://www.stantonamarlberg.com).

Photo: *Fun on the firm pistes and sunbathing in St. Anton am Arlberg. Picture courtesy of St. Anton am Arlberg Tourist Board, photographer / Josef Mallaun*

### **Good grip: Firm Weeks from 17<sup>th</sup> to 31<sup>st</sup> March**

Skiers and boarders always look forward to when the days start to get a little longer in March and delicious spring sunshine during the Firm Weeks at St. Anton am Arlberg. They meet here from far and wide to enjoy waltzing over the fantastic firm snow conditions that even beginners find easy to get to grips with. Visitors to St. Anton am Arlberg can enjoy particularly favourable rates during the period from 17<sup>th</sup> to 31<sup>st</sup> March: During the Firm Weeks, bed and breakfast accommodation with a six day ski pass is available from as little as 390 Euros.

### **Cool: O'Neill Kirschbaum Battle on 17<sup>th</sup> and 18<sup>th</sup> March**

St. Anton am Arlberg is known and famous for its' numerous free-ride opportunities – over 180 km of deep powder back country terrain is ready and waiting for the specialists. It's going to be colourful and sporty fun on the 17th and 18th March, as the „O'Neill Kirschbaum Battle“ is inviting participants to this two day event. Free-skiers, snowboarders and rookies will be arriving at Stanton Park in colourful, cool clothes to put their skills to the test and battle it out for prize money, fame and honour. With an amazing entertainment programme and after contest parties – this event speaks for itself!

### **Unfamiliar terrain: Snow Volleyball World Tour on 13<sup>th</sup> and 14<sup>th</sup> April**

Extreme sport, party, snow, mountain air and adrenalin – the „Snow Volleyball World Tour“ will be here to give a guest performance in Arlberg, luring hundreds of fans and spectators to unfamiliar, icy terrain. The international volleyball elite will be competing in customary style at the top station of the Rendl lifts at 2,030m above sea level for the title, „King of the Snow“.

### **Simply cult: „The White Thrill“ on 21<sup>st</sup> April**

This race is cult for participants as well as spectators and is booked out well in advance every year: „The White Thrill“. 500 international participants meet on the 21st April at 2.650 metres above sea level for a mass start. Skiers, snowboarders or Telemarkers whizz down from the Vallugagrat to the valley at break neck speeds. Halfway through the race it's skis off for a 150 metre ascent scaling 37 metres in altitude, then skis on again and full speed ahead. The nine kilometre run takes place in the afternoon under challenging piste conditions. Whoever thinks that alone is more than enough is sorely mistaken: Down in the valley just before the finishing line, a final obstacle awaits that really takes the biscuit!

**Last but not least: Snow Crystal Week from 14<sup>th</sup> to 21<sup>st</sup> April**

The season ends as it began: With the Snow Crystal Week. In the final week from 14<sup>th</sup> to 21<sup>st</sup> April, lift passes cost 25 per cent less than the already very reasonable off season prices. Many hotels and accommodation providers offer special conditions with drastically reduced rates. This allows guests to enjoy a week in a comfortable bed and breakfast with a six day lift pass from as little as 329 Euros.

**2012 Spring Schedule Overview:**

17.03.2012 – 31.03.2012	Firn Weeks
17.03.2012 – 18.03.2012	O'Neill Kirschbaum Battle
13.04.2012 – 14.04.2012	Snow Volleyball World Tour
21.04.2012	„The White Thrill“
14.04.2012 – 21.04.2012	Snow Crystal Week
22.04.2012	End of season in St. Anton am Arlberg

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

## in brief +++ Spring Package Weeks +++ in brief



### **The Spring Round:**

#### **Firn Weeks from 17th to 31st March**

Sun and fun in great firn snow. Winter sports enthusiasts from the whole world meet in spring at St. Anton am Arlberg to glide effortlessly over the fantastic firn snow conditions. During the period from 17<sup>th</sup> to 31<sup>st</sup> March, guests can enjoy the spring sunshine in St. Anton am Arlberg at extremely reasonable prices. And not only that: The „O’Neill Kirschbaum Battle“ will be taking place on the 17th and 18th March. Free-skiers, snowboarders and rookies will be competing for

prize money, fame and honour at this free-style event in back country terrain as well as at Stanton Park on the Rendl. Chill out and relax is order of the day - the programme of events and after contest parties promise great entertainment. Seven nights bed and breakfast with a six day lift pass is available for as little as Euro 390 per person.

*Photo: What fabulous views*

*Picture courtesy of: St. Anton am Arlberg Tourist Board / Photographer Josef Mallaun*



### **The Last Round:**

#### **Snow Crystal Week from 14th to 21st April**

The season ends as it began: With the Snow Crystal Week. From the 14<sup>th</sup> to 21<sup>st</sup> April, visitors and locals alike enjoy their last few runs of the season in glorious morning firn snow conditions and afternoons spent lounging in the sun with stunning views of the surrounding mountain panorama. The iconic “White Thrill” ski race is also taking place on the 21<sup>st</sup> April – the classic end to another winter season before warmer times begin. In the last week of the season

the lift pass costs 25 per cent less than the already very reasonable off season price and many hotels and accommodation providers offer special conditions with heavily reduced rates. For example, one week in a comfortable bed and breakfast with a six day lift pass can be booked for as little as Euro 329.

*Photo: Sun bathing in snow paradise*

*Picture courtesy of: St. Anton am Arlberg Tourist Board / Photographer Wolfgang Ehn*

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## O'Neill Kirschbaum Battle on 17th and 18th March in St. Anton am Arlberg **Brazen, sporty, quirky**



**Brazen freestylers are challenged to “Beat the big mama!” on the 17<sup>th</sup> and 18<sup>th</sup> March on in St. Anton am Arlberg. Free-skiers, snowboarders and rookies will be competing at the „O’Neill Kirschbaum Battle 2012“ on Mount Rendl in colourful, cool clothes for prize money, fame and honour. With an awesome entertainment programme and after contest parties – this contest is in a league of its’ own.**

*Photo: Kirschbaum Battle im Stanton Park on Rendl in St. Anton am Arlberg*

*Photo courtesy of: Photographer [www.simon-vanhal.com](http://www.simon-vanhal.com)*

Daring jumps, acrobatic stunts and crazy tricks on one or two boards – Freestyle fans can expect a legendary event at the „O’Neill Kirschbaum Battle“, part of the „QParks Tour“ on the Rendl. Free-skiers are invited to kick off the contest on Saturday 17<sup>th</sup> March, followed by the snowboarding competition the next day. For the first time in 2012, results will influence your TTR (“Ticket To Ride”) World Snowboard Tour rankings. Athletes can look forward to some great prizes as well as a total sum of 10.000 US\$ in cash prizes.



Spectators can enjoy unparalleled views of the participants and their performances from the “Rendl Beach” terrace. In addition to an exciting contest, guests will appreciate a great supporting programme with DJ sounds. Don’t miss the Riders Party on Saturday night at the „Happy Valley“ – THE place to go in St. Anton am Arlberg.

The QParks Tour is an international freestyle tour, with stops at selected snow parks in Austria, Italy, Germany and Switzerland. For those that don’t know already, it is an open competition for snowboarders and free-skiers.

*Photo: The „O’Neill Kirschbaum Battle 2012“ will be taking place on the 17th and 18th March on the Rendl in St. Anton am Arlberg. Picture courtesy of: [www.kirschbaum.cc](http://www.kirschbaum.cc)*

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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Snow Volleyball World Tour on 13<sup>th</sup> and 14<sup>th</sup> April in St. Anton am Arlberg

## Ducking, diving and smashing in the snow



Extreme sports and party, snow and sweat, mountain air and adrenalin – the „Snow Volleyball World Tour“ is making a guest performance in St. Anton am Arlberg on the 13<sup>th</sup> and 14<sup>th</sup> April in St. Anton am Arlberg, luring fans and spectators to unusual terrain. The international volleyball elite will be competing for the “King of the Snow” title at 2,030 metres above sea level, next to the top station of the Rendlbahn lifts. [www.stantonamarlberg.com](http://www.stantonamarlberg.com). Photo: Snow Volleyball World Tour in St. Anton am Arlberg, Photo courtesy of: Mathias Lixl [www.lixl.com](http://www.lixl.com)

The „Snow Volleyball World Tour“ may be taking place at „Rendl Beach“, but this particular beach is located at 2,030 metres altitude, way above St. Anton am Arlberg. And the playing surface won't be sandy and warm, but ice cold and frozen. One could be forgiven for thinking that the volleyball players will be turning up in ski attire – far from it. Scantly clad, highly motivated and in late winter temperatures they will be ducking, diving and smashing in the snow, competing for none other than the “King of the Snow” title.

After the huge positive media wave surrounding last year's „Snow Volleyball World Tour“, St. Anton am Arlberg has upped the bar accordingly in 2012. Palms, whirlpools and cheerleaders will provide just the right beach party atmosphere at the 1,000 person snow arena on Mount Rendl. So don't forget to bring your bathing gear. Admission is free.

### Wildcard for Amateurs

All volleyball amateurs are invited to take part in our free Wildcard Tournament on Friday, 13<sup>th</sup> April 2012. The winning team of the amateur tournament will receive the exclusive option to compete against the pros in the „Snow Volleyball World Tour“ main event in front of thousands of spectators.

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

Images (in high resolution) and press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com), under „Press“

„The White Thrill“ Race in St. Anton am Arlberg attracts thousands of ski fans from all over the world

## Nine Iconic Kilometres



„The White Thrill“ alpine ski race in St. Anton am Arlberg demands everything of its’ participants, taking many to their absolute sporting limits. And yet – most want to return a year later to race the nine kilometres down to the valley again under challenging conditions with 499 other alpine addicts. Whether player or spectator, this thrilling spectacle on 21<sup>st</sup> April is both challenging and fun, attracting thousands of visitors from around the world every year. [www.stantonamarlberg.com](http://www.stantonamarlberg.com).

*Photo: The mass start for this iconic race, „The White Thrill“, takes place on the Valluga Ridge. Photo courtesy of: St. Anton am Arlberg Tourist Board / Photographer Josef Mallau*

Coordinates of „The White Thrill“ iconic ski race are: 500 international skiers, snowboarders and Telemarkers, mass start at 2,650 metres above sea level, start-time 17:00 hrs, nine kilometres of unprepared pistes, 150 metre uphill climb with a 37 altitude metre ascent and a record time of seven minutes and 48 seconds to beat.

The tension is palpable from the starting line right down to the valley. Top athletes and amateur athletes alike line themselves up in a semi-circle along the Valluga Ridge. Now is the time to find the best position for the mass start. Nervous, cool, tense, nonchalant, anxious or concentrated – their faces speak volumes. A nine kilometre long downhill run with the most challenging conditions lies ahead of these daring and athletic participants. Not only is there 1,300 altitude metres to overcome in their quest down to the valley, but also a 150 metre ascent, scaling 37 metres in altitude halfway through the race. It’s not only skiing ability and speed on the piste that counts, skilled handling in tricky late afternoon conditions is also required.

Paul Schwarzacher, several times winner of the race and member of the Austrian National Ski Team training team is the record time holder of 7 minutes and 48 seconds. To date, no-one has managed to top the local hero’s record. Times between 11 and 18 minutes are a good average, but for most it plays only a minor role – the main thing is to take part and enjoy the day. On route, participants are the fiercest of enemies and after crossing the finishing line, the best of friends. For spectators, „The White Thrill“ promises plenty of fun. The big screen at the finish not only transmits images from the track but also the situation at the start. The whole spectacle will be streamed live on the internet under: [www.stantonamarlberg.com](http://www.stantonamarlberg.com). A huge party is thrown after the race to celebrate the prize giving ceremony and heroes of the day.

### Alpine-Triathlon „Arlberg Eagle“

Incidentally: „The White Thrill“ is one of the „Arlberg Adler“ alpine triathlon disciplines. Whoever wants to hold this coveted trophy aloft in late summer 2012 must not only be one of the front runners in this race, but also have the edge at the Jakobilauf half marathon on the 21st July as well as the mountain bike marathon on the 25th August. The physical challenge of this unusual St. Anton triathlon remains undisputed amongst its’ international participants. „Murmel of Arlberg“, an easier version of the „Arlberg Eagle“, will held again in 2012. The more relaxed conditions with a half-marathon and mountain bike marathon enables those to take part who aren’t quite up to the challenges of the „Arlberg Eagle“ competition. The „Fit & Fun“ run in July involves only 8km for the „Murmel“ rating (instead of 21 kilometres) and the „Arlberg Bike Classic“ distance is reduced from 41 to an easier 20 kilometres.

Further information is available from St. Anton am Arlberg Information Offices under +43 (5446) 22690 or [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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The via Ferrate is located high above St. Anton in the Rendl region, is 850 metres long, secured with steel wire and is considered to be an area of outstanding natural beauty

## **Tour skiers meet at Tyrol's only winter via Ferrate**

**St. Anton am Arlberg has been regarded as an unparalleled resort for many years. As one would expect, tour skiers are particularly enthusiastic about the region too. One of the reasons being the winter via Ferrate at the Rendl ski resort, which is not only unique to Tyrol, but also set in an incredibly stunning location.**

From the start at the top station of the Riffelbahn II lifts at 2,650 metres above sea level, the route leads along the Riffelgrates Ridge to the anterior Rendlspitze Peak at 2,816 metres and then on to the Rossfallscharte Gap at 2,732 metres. „You can see the whole Verwall Range and Lechtal Alps, and depending on the weather, views can be enjoyed extending as far as South Tyrol“, says Roman Falch, former manager of the Rendlbahn Lifts, who created the via Ferrate together with the mountain rescue service.

This via Ferrate, which is suitable for climbers of medium fitness levels, is 850 metres in length and secured throughout with steel cable. About 20% of the route has to be climbed directly on rock, the rest is straightforward walking. „Those who set off first in fresh snow conditions will have to cope with the additional exertion of creating a trail“, explains Roman Falch. „But you often walk on snow drifts, which means that you don't always sink half a metre.“ It is, however, well worth the effort. At the end of the via Ferrate wonderful skiing awaits – either through the Malfontal Valley to Pettneu, or over the Rossfall Alp and through the Moostal Valley back to St. Anton am Arlberg.

In addition to the ski or snowboard needed for the downhill run to the valley, which has to be strapped to your rucksack during the approximately two and a half hour climb, climbing equipment with a harness, carabines and hiking shoes is absolutely essential. All those who don't already have a lift pass and use the Rendl Lifts to access the via Ferrate will be charged Euro 15. Incidentally: Both Ski Schools in St. Anton am Arlberg offer guided tours on request.

Further information is available from the information bureau St. Anton am Arlberg under +43 (5446) 22690, or visit [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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***Images (in high resolution) and press releases:*** [www.stantonamarlberg.com](http://www.stantonamarlberg.com) (under press)

*st. Anton*  ARLBERG

Notes

St Anton am Arlberg - inspiring in summer as well as winter

## **Unlimited possibilities in fresh winter air, infused with the scent of wild flowers**

**St Anton am Arlberg is a holiday region with a world-wide reputation, and rightfully so. A superlative winter sports area with excellent guest services, Ferris wheel cable car, the ARLBERG well.com wellness centre, the finest gourmet cuisine, an excellent walking area, the multi-functional sports centre arl.rock and numerous events which all contribute towards an unforgettable vacation.**

The Tyrolean mountain village, with its 2680 inhabitants, together with the neighbouring villages of Pettneu, Flirsch and Strengen, fulfils the highest demands and yet still retains much of its originality and traditional charm. Holiday-makers in St Anton am Arlberg treasure the alpine cosiness at 1300 metres altitude as much as the hospitality and international orientation. A mountain village, traditional and modern at the same time, with the scenery of a gigantic summit world and the amenities of a worldly holiday resort.

### **Winter – cool and traditional**

With guaranteed snow from the beginning of December to the end of April, 84 lifts in the entire Arlberg area, access to 280 kilometres of marked ski runs and 180 kilometres of off-piste possibilities as well as a Funpark, St Anton am Arlberg delivers the very best conditions for a de luxe winter vacation. Local, well-informed guides and multilingual Info Teams on the pistes gladly offer winter sports fans help and advice and they also know exactly when each slope offers the optimal conditions. Not only do skiers come into their own in St Anton am Arlberg, cross country skiers are lured by a Loipe network of approximately 40 kilometres. Toboggan runs in St Anton am Arlberg, Pettneu, Schnann, Flirsch, as well as ice rinks for skating and curling, provide for additional sporting alternatives. The multi-functional sports centre arl.rock makes numerous indoor activities and diverse kinds of indoor ball games possible as well as climbing, including a Via Ferrata climbing route leading to the roof. Ice-climbing is equally possible in the winter as is bouldering in all seasons. Rather more comfortable is a romantic ride in a horse-drawn sleigh through the fairytale snow-covered mountain world. From morning until evening the ARLBERG-well.com in St Anton am Arlberg as well as the Wellnesspark Arlberg Stanzertal in Pettneu invite you to enjoy relaxing hours in their lavishly arranged wellness areas. What makes a holiday in St Anton am Arlberg so special is, not least the unique combination of almost boundless skiing pleasure and après ski together with a variety of gastronomic choices, from Tyrolean delicacies up to the distinguished international top cuisine.

### **The summer: „Arlberg Adler“ and Hoppl the Hare – holiday adventures with cult status**

The cradle of alpine skiing is also inspiring in the summer. Walkers, mountain and rock climbers will find a large selection of routes, from easily accessible up to high-alpine. 300 kilometres of marked walking paths, awarded with the Tirol Walking Stamp of Quality, offer fresh possibilities every day to experience the wide-ranging mountain world of the Arlberg. Mountain bikers have over 200 kilometres of tracks and numerous tour variants. In addition, the sloping six-hole golf course in the Nasserein district is a challenge for even experienced golfers. Families can enjoy gentle experiences on the adventure walks, which appeal to all the senses. The Wonder Wander Way around the Senn Hut, at an altitude of 1500 metres, familiarises one with alpine nature. Guests can stretch out and simply allow themselves to be spoiled at the leisure and wellness areas of the ARLBERG-well.com or in the Wellnesspark Arlberg Stanzertal in Pettneu. Those who would like to clamber happily amongst the trees and swing from tree to tree like Tarzan and Jane, will find the correct location in the high and low wire garden in Verwall. With numerous events from mid-June to mid-September, the summer holiday-makers have more than enough opportunities to discover the local traditions and customs – village festivals, music festivals and summer pasture celebrations as well as Masses on the mountain and the ceremonial driving down of the cattle from the mountain pastures in the autumn. The ARLBERG Giro, the Bike Weeks and an International Film Festival round off the summer programme.

Further information is available from the information bureau St. Anton am Arlberg under +43 (5446) 22690, or visit [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

**Pictorial material (in high resolution) as well as press releases: [www.stantonamarlberg.com](http://www.stantonamarlberg.com) (press)**

## Data and Facts / Winter

	<b>St. Anton am Arlberg</b> St. Christoph am Arlberg * St. Jakob am Arlberg Pettneu * Schnann * Flirsch * Strengen
<b>Distance</b>	
From airport in Innsbruck	approx. 100 km
From airport in Friedrichshafen	approx. 140 km
From airport Memmingen	approx. 170 km
From airport in Zurich	approx. 200 km
From airport in Munich	approx. 250 km
<b>Holiday resort</b>	
Number of residents in St. Anton	2,680
Number of residents entire holiday region	6,240
Bars/restaurants	90
Bars/restaurants entire holiday region	110
Number of beds	10,359
Number of beds entire holiday region	13,765
Overnight stays St. Anton Winter 2010/2011	946.694
Overnight stays entire holiday region Winter 2010/2011	1.155.680
Cross country trails	40 km
<b>Arlberg Ski Area</b>	
St. Anton, St. Christoph, Pettneu, Stuben, Zürs, Lech, Sonnenkopf	280 km marked ski runs 180 km off-piste options
Length of ski season	December 2 <sup>nd</sup> , 2011 – April 22 <sup>nd</sup> , 2012
Operating times of lifts	8.45/9.00 a.m. to 4/4.30 p.m.
Valley altitude	1,304 m
Peak altitude	2,811 m
Difference in altitude	1,507 m
Longest downhill run	Valluga – Ulmer Hütte – St Anton: 11.32 km
Total number of lifts	84
	Cableways
	11
	8-man chair lift with bubble
	1
	6-man chair lifts with bubble
	10
	4-man chair lifts with bubble
	7
	4-man chair lifts
	4
	3-man chair lift
	1
	2-man chair lifts
	14
	T-bars
	35
Transport capacity/h	125,301 persons
Snow-making on trails	Arlberg Ski Area 64 % / St. Anton 94 %
Classification of trails	
	Expert
	12 %
	Advanced
	48 %
	Beginner
	40 %
Average annual snowfall	approx. 7 m

## From A for Apres ski to W for Winter Walking Paths

### ◆ APRES SKI

After a day's skiing, you have a wide choice of evening entertainments: numerous mountain huts and restaurants of many different kinds, cafés, bars and discos.

### ◆ ARLBERG CARD

The Arlberg Card entitles the bearer to use 84 cablecars and ski lifts in the skiing regions of St. Anton, St. Christoph, Pettneu, Stuben, Lech, Zürs and Klösterle (Sonnenkopf). The greatest vertical elevation covered by one cablecar system is 4,950 feet (1,500 metres). The highest point that can be reached is on the Valluga at 9,276 feet (2,811 metres).

### ◆ ARL.ROCK

The new multi-functional sports centre arl.rock in St. Anton am Arlberg offers numerous activities thanks to an adaptable special surface and the functional architecture in the hall: various ball games from tennis to volleyball, squash, bowling, climbing, ice climbing, bouldering etc. A climbing route leads up to the roof of the sports centre.

### ◆ ARTIFICIAL SNOW

194 snow machines in all have been installed to provide continuous skiing on some 82 km of pistes. They ensure that the following runs can be used in all weather conditions:

- Galzig - Zammermoos - St. Anton
- Steißbachtal
- Osthangeinfahrt
- Gampen - St. Anton
- Galzigplateau
- Fang - Nasserein
- Galzig – St. Christoph
- Rendl - St. Anton
- Gampen – Zammermoos
- Rendl - Maass
- Kapall – Gampen – St. Anton
- Rendl - Gampberg
- Arlenmähder

The expense of making snow could be strongly reduced. The reason for this is the large quantity of snow meltwaters which drain away from the gigantic reservoir of the St. Antoner power station into the Rosanna river. There the river water is pumped out directly to the snow cannons and snow lances in the skiing area. At optimal temperatures they can create an up to 50 centimetres thick snow layer on the slopes – all within 100 hours.

All of the artificial snow equipment used in the St. Anton skiing region complies with the regulations and requirements pertaining to environmental and landscape conservation. Only water with drinking-water quality is used.

### ◆ AVALANCHE WARNING

The Tyrolean Avalanche Warning Service provides information on the current avalanche conditions on [www.lawine.at](http://www.lawine.at).

### ◆ BABYSITTER SERVICE

The Tourist Office can arrange babysitter services (tel. +43 5446 2269).

### ◆ BANKS / POST OFFICE

In St. Anton am Arlberg there are three banks, one post office and seven cash dispensers/ currency changing machines.

### ◆ BEDS

App. 10,360 beds are available in hotels of every category, in bed & breakfast pensions, inns, apartments and private accommodation. The whole region has around 13,770 tourist beds.

### BUSES

A regular free shuttle bus service operates between St. Anton/St. Jakob/St. Christoph, Pettneu, Flirsch, Strengen and the ski lifts. Also free shuttle bus service from Alpe Rauz to Zürs and back. Buses (for fare-paying passengers) run from St. Anton to Alpe Rauz, Zürs and Lech. The night bus runs from 7 p.m. and 3 a.m. between St. Anton, St. Jakob, Pettneu and Flirsch.

### ◆ CLIMATIC HEALTH RESORT

The resort of St. Anton itself lies at an altitude of 4,290 feet (1,300 metres), while St. Christoph lies at 5,905 feet (1,800 metres). The oxygen-rich mountain air has an efficacious effect on the entire organism, most notably on the lungs and the cardiovascular system. Thus, anyone breathing the bracing Alpine air of the Arlberg at altitudes between 4,290 and 9,240 feet is topping up on health and deriving the full benefit of the Alpine air in terms of physical fitness and overall well-being.

### ◆ CROSS-COUNTRY SKIING

For cross-country skiers and skaters several carefully maintained cross-country ski trails are available:

- (1) The Verwall Loipe: it begins at the Hotel Mooserkreuz in St Anton and leads into the Verwall valley (separate to the road), around the Verwall lake, and back. (Length: 10 km, demanding, delightful country trail).
- (2) Stanzertal Loipe: running along the banks of the Rosanna up to the village of Flirsch (there and back: 22 km, degree of difficulty: easy).
- (3) St. Christoph Loipe: the beautiful cross-country ski training trail is in St Christoph. Its 2.5 km long loop begins on the Alberg Pass. Short up and downhill gradients, good place for meeting with alpine skiers on the sun terraces of St Christoph.
- (4) Ganderau Loipe: the start is by the Hotel Tirolerhof. Beautiful round trip for beginners and inexperienced (3 km) in St Jakob.
- (5) Reit Loipe: easy, flat trail (2 km), in the east of Pettneu, with a connection to the Stanzertal Loipe. Ideal training course.
- (6) Pofel Course: the 1.5 km round trip with gradients going up and down leads through Pettneu, east of the Wellnesspark between the Rosanna and the highway.

### ◆ CROSS-COUNTRY SKIING COURSES

For cross-country skiing courses for beginners, apply to the Nasserein ski school office of the Arlberg Ski School, tel. +43 5446 2738 or also to Pettneu Ski School, tel. +43 5448 8520 or Flirsch Ski School, tel. +43 5447 5284. Cross-country skiing equipment can be hired at any sports shop.

### ◆ CURLING

Curling rinks are available for hire. They are located next to the ARLBERG-well.com.

### ◆ GETTING THERE

#### By car:

- ⇒ via Salzburg, Kufstein, Innsbruck, Landeck, Arlberg route;
- ⇒ via Munich, Fernpass or Kufstein, Landeck, Arlberg route;
- ⇒ via Stuttgart, Bregenz, Feldkirch, Bludenz, Arlberg Pass or Tunnel;
- ⇒ or via Zurich, St. Gallen or Sargans, Feldkirch, Bludenz, Arlberg Pass or Tunnel.

#### By train:

The St. Anton am Arlberg railway station is located in the centre on the southern side of the resort. All major international express services and Eurocity expresses stop at St. Anton.

#### By air:

The nearest airports are Innsbruck (62 miles/100 km), Friedrichshafen (87 miles/140 km), Memmingen (59 miles/95 km), Zurich (130 miles/200 km) and Munich (155 miles/250 km). On weekends there are regular bus services from the airports to St. Anton. There are also train services from Innsbruck, Munich and Zurich to St. Anton.

### ◆ HORSE-DRAWN SLEIGH RIDES

A horse-drawn sleigh ride from St. Anton into the Verwall Valley makes an unforgettable experience for non-skiers and a welcome change from the slopes for skiers. Reservations: Martin Tschol, tel. +43 5446 2380.

#### ◆ INDOOR SWIMMING POOL

The public indoor swimming pool in St. Anton is in the ARLBERG-well.com (Center for Wellness and Communication – [www.arlberg-well.com](http://www.arlberg-well.com)) and in Pettneu at Wellnesspark Arlberg-Stanzertal ([www.wellnesspark-arlberg.at](http://www.wellnesspark-arlberg.at)).

#### ◆ INFORMATION

For details of accommodation, prices and various activities for visitors, contact the Information Office (Tourist Board), tel. +43 5446 2269, fax +43 5446 2532, [www.stantonamarlberg.com](http://www.stantonamarlberg.com), [info@stantonamarlberg.com](mailto:info@stantonamarlberg.com).

#### ◆ KINDERGARTEN

Parents who wish to spend the day skiing unencumbered by the children can bring them to the ski kindergarten for half or full-day supervision (including food and beverages). Visiting children must be aged at least 2 ½ years and no longer require diapers. Children over the age of three can also receive skiing instruction with qualified skiing instructors from the ski schools.

#### ◆ MUSEUM ST. ANTON AM ARLBERG

The Museum in the Arlberg Kandahar House offers a comprehensive survey of the history of skiing in the Arlberg Region, which ranks as the “Cradle of Alpine Skiing”. The exhibits also document the culture and the folklore of the region and trace its development as a tourist area.

#### ◆ PISTE GROOMING

37 state-of-art tracked vehicles are used to groom the pistes overnight in preparation for the next day's skiing.

#### ◆ POPULATION

St. Anton has a population of approximately 2,680, the whole region 6,240. In the course of a single season they welcome over 170,000 guests from all parts of the world.

#### ◆ SKATING

The natural skating rink is located next to the ARLBERG-well.com (Center for Wellness and Communication). Skates are available for hire.

#### ◆ SKI CLUB ARLBERG (SCA)

The Ski Club Arlberg was one of the first official ski clubs to be set up in the Alps. It was founded in the “Hospiz” in St. Christoph by eight skiing enthusiasts in the year 1901. Today the SCA has some 7,360 members from 50 nations.

#### ◆ SKI AND SNOWBOARD RENTAL FACILITIES

Alpine, snowboard and cross-country equipment can be hired at the sports shops.

#### ◆ SKI SCHOOLS

In St. Anton there are numerous ski schools. The various tuition programmes (group and individual instruction, snowboard, carving or telemark instruction, cross-country courses, children's ski school) are all based on advanced teaching and tuition principles.

#### ◆ SKIING REGION

The Arlberg Skiing Region covers an area of approximately 20 square miles (50 square km) including off-piste slopes. It has a vertical elevation of 5,000 feet; its highest point is the peak of the Valluga at 9,276 feet. The marked ski runs have a total length of 168 miles (280 km). In addition, there are some 106 miles (180 km) off-piste options. The longest descent (7 miles/11.3 km; vertical elevation of 4,450 feet/1,350 metres) is from the Vallugagratt via the Ulmer Hütte to St. Anton.

#### ◆ SNOW CONDITIONS

For details of current snow conditions call +43 5446-2565 or get the information on [www.stantonamarlberg.com](http://www.stantonamarlberg.com).

#### ◆ SUN TERRACES

The numerous sun terraces and outdoor cafés in St. Anton and St. Christoph and the terraces of the mountain restaurants on the Rendl, Galzig, Gampen and Kapall are perfect places for relaxing and enjoying the mountain sunshine.

#### ◆ TENNIS AND SQUASH

The Tennis Centre has three indoor courts and one squash court. It is located close to the pedestrian precinct, opposite Hotel Rosanna. For court reservation, call +43 5446 2625.

#### ◆ TOBOGGAN RUN

The 2.5 mile (4 km) run begins on the Gampen and goes down to the valley. The course takes about 15 minutes to complete and has a vertical elevation of 1,670 feet (500 metres). Use of the toboggan run is free. Toboggans can be hired. Some more toboggan runs are in Pettneu (1,5 km), Schnann (2400 m), in Flirsch (1 km) and in Strengen (1 km).

#### ◆ VISITORS' SKIING RACES

Every Wednesday both ski schools in St. Anton organise visitors' ski races. The winners are awarded gold, silver and bronze badges. Every Thursday both schools run a slalom competition for children.

#### ◆ WINTER CLIMBING ROUTE

The 850m long winter climbing route on Rendl is unique in Europe. The start is next to the top station of the Riffelbahn II (2,680m) and a continuous steel safety cable follows the route over a rock and snow ridge to the front of the Rendlspitze (2,816m). At the end of the winter climbing route, several magnificent tours lie ahead over Rossfall or into the Malfon Valley.

#### ◆ WINTER WALKING PATHS

Approximately 60 kilometres of walking paths are cleared for the winter holiday-makers. They lead into the wonderful Verwall valley, to the St Antoner Rodelhut, and to St Jakob, Pettneu or Schnann.

- (1) Rosanna: an 18 km long river walk with gentle downhill gradient past Pettneu to Schnann. During low temperatures you can experience a wonderful nature spectacle. The birches next to the Rosanna are covered with ice crystals and glitter in the sun.
- (2) Verwall: this 10 km long, beautiful round trip through the Verwall valley is truly a highlight of the St Anton winter vacation.
- (3) Around St Anton am Arlberg: very easy round trip (2.5 km), which shows St Anton am Arlberg from different perspectives.
- (4) Rodelhut: on this 7 km long trail you can enjoy wonderful views of St Anton am Arlberg and the Stanzertal.
- (5) Jakobusway: the constant ups and downs during this 7 km long walk are appealing and a section of the trail is on the famous Jakob's Pilgrims Way to St Jakob on the sunny side of the Stanzertal
- (6) Ganderau: flat round trip (3 km) within the area of St Jakob.
- (7) Pettneu via Vadiesen: the 12 km long trail starts from the Jakobusway to St Jakob, then along the Dorfstraße to Untergand and further to the neighbouring village of Pettneu. Return along the Rosanna.
- (8) St Christoph: this varied, high-level walk (2.5 km) begins directly on the Arlberg Pass and runs parallel to the cross-country ski trail to the Arlberg Taja Alphütte.
- (9) Reit: sunny, flat, round trip on the outskirts of Pettneu. 2 km long.

Further information is available from the information bureau St. Anton am Arlberg under +43 (5446) 22690, or visit [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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**Information without guarantee!**

## QUESTIONS TO A WINTER SPORTS RESORT – WINTER 2011/2012

How many lifts are there in operation? Do you have to queue? Are the ski huts cosy? What about the skiing courses? These are typical of the questions that holiday-makers and potential visitors want to ask before they come. St. Anton am Arlberg Tourist Office provides the answers:

### 1. SKIING SLOPES

- \* How long are the ski runs?  
The St. Anton am Arlberg skiing region has 280 km (174 miles) marked ski runs and 180 km (112 miles) off-piste options.
- \* How carefully are the pistes groomed?  
35 drivers and their 37 tracked vehicles and snow-grooming attachments are out on the slopes for about nine hours every night - and in the morning hours when conditions require additional grooming.
- \* Is artificial snow equipment used in adverse weather conditions?  
134 snow cannons and 60 snow “lances” have been installed in the St. Anton am Arlberg skiing area to ensure dependable skiing conditions on the following runs: Galzig - Zammermoos - St. Anton, Galzig Plateau, Osthangeinfahrt, Galzig – St. Christoph, Gampen - Zammermoos, Kapall – Gampen – St. Anton, Arlenmähder, Steissbachtal, Fang - Nasserein, Rendl top station - St. Anton, Rendl – Gampberg, Rendl - Maass (total of some 82 km). In total 95% of the piste area in St. Anton/St. Christoph can be covered by man-made snow. Slopes exposed to the sun also have additional snow layers applied. The expense of making snow could be strongly reduced. The reason for this is the large quantity of snow meltwaters which drain away from the gigantic reservoir of the St. Antoner power station into the Rosanna river. There the river water is pumped out directly to the snow cannons and snow lances in the skiing area. At optimal temperatures they can create an up to 50 centimetres thick snow layer on the slopes – all within 100 hours.
- \* Does the artificial snow equipment comply with conservation requirements?  
St. Anton am Arlberg’s artificial snow equipment complies with the applicable nature conservation requirements and regulations. The “artificial” snow consists exclusively of drinking water and fresh air. By covering the meadows with artificial snow the grasses and roots are protected from damage and frost. The agriculture promotes mechanical snow making for the protection of the vegetation, not a disadvantage either is the later snow melt as it reduces the spring dryness effect.

### 2. LIFTS

- \* How many lifts are there, and what is their capacity?  
The Arlberg Ski Pass is valid on 84 mountain railways and ski lifts in the skiing areas of St. Anton, Pettneu, St. Christoph, Stuben, Lech, Zürs and Klösterle (Sonnenkopf). The transport capacity is 125.301 persons per hour.
- \* How are the ticket checking procedures?  
The ARLBERG CARD, an electronic and remote ski pass enables easier and faster access to all lifts and cable cars. Data are read out from the chip card via radio signal. And by the way: Lift passes can also be easily purchased in numerous accommodations.

### 3. SKI HUTS

- \* How many ski huts are there?  
Eighteen ski huts and mountain restaurants, some of them self-service.
- \* Are there also sun terraces?  
In the course of the season the region enjoys between 60 and 80 sunshine days - perfect weather for relaxing on the sun terraces at: Rendl, Galzig, Gampen, Rodelalm, Sennhütte, Ulmerhütte, Bifangalm, Kaminstube, Heustadl, Krazy Kanguruh, Tabs, Mooserwirt, Griabli, Hospizalm and Taja St. Christoph.
- \* Which are the most popular drinks and dishes?  
Most people quench their thirst with soft drinks, "Almdudler", apple juice, beer, "gespritzter" wine (half wine, half mineral water) and other wine mixtures, mulled wine, tea with schnaps, or straight schnaps. The typical regional dishes served here are "Tiroler Gröstl", "Käsespätzle", "Wiener Schnitzel", "Kaiserschmarrn" and "Apfelstrudel".

### 4. SKI SCHOOLS

- \* How many ski schools are there and what ski courses are available in St. Anton am Arlberg?  
In St. Anton am Arlberg there are numerous ski schools which offer group and individual instruction, snowboard, carving or telemark lessons, cross-country courses as well as children's ski school. You can choose between private and group lessons in all ability levels.
- \* How much does the course cost?  
A 6 day course with four hours of instruction per day costs, for example, 241 euros, 3 days 160 euros and 1 day 67 euros.

### 5. SKI KINDERGARTEN

- \* When is the Ski Kindergarten open, and who looks after the children?  
St. Anton am Arlberg's Ski Kindergarten is open daily (excluding Saturday) from 9 a.m. to 4 p.m. from the beginning of December to about one week after Easter. Trained kindergarten staff look after anything up to 120 children each day. Children must be at least two and a half years of age and should no longer require nappies.
- \* How much does the Ski Kindergarten cost?  
Six days' kindergarten with ski instruction, food, beverage and supervision cost 341 euros. All day child care without ski course costs 67 euros per day, plus 15 euros for the midday care including lunch and drinks.
- \* Which celebrities have learnt to ski here as toddlers?  
They include Queen Beatrix of the Netherlands, her sisters Irene, Margit and Christina, Hans Adam, reigning Prince of Liechtenstein, and former downhill World Champion Marina Kiehl, who took her first steps on skis in St. Anton am Arlberg.

### 6. HELICOPTER SKIING

- \* Is helicopter skiing possible in St. Anton am Arlberg?  
For environmental reasons, St. Anton am Arlberg no longer permits helicopter skiing. The resort's helicopter is used only for rescue purposes.

## 7. SAFETY

- \* How large is the region's Mountain Rescue Service?  
The Mountain Rescue Service team consists of 25 men, deployed on the Galzig, Valluga, Gampen, Kapall, Rendl and the valley stations.
- \* How many stretchers and rescue helicopters are there?  
There are 15 stretchers and three helicopters.
- \* Are avalanches sometimes blasted for safety reasons?  
Throughout the region, avalanches are blasted when necessary. The blasting is carried out manually, by ropeway or by helicopter.
- \* Are there contact persons directly on the slope?  
The multilingual Info-Team of the cable cars tours the St. Anton skiing area on a daily basis and provides information, tips and expert advice, and can call for help in case of emergencies.
- \* Which are the most demanding runs?  
The most demanding runs are the steep slope on Schindlerkar, the Kandahar Run on the Galzig and the Gampberg run on the Rendl.
- \* How many doctors are there in the resort, and where is the nearest hospital?  
There are four doctors in St. Anton, one of them a dentist and also a day hospital. The nearest hospital is 30 km (19 miles) away in Zams.

## 8. ALTERNATIVE ACTIVITIES

- \* What proportion of your visitors does not go downhill skiing?  
About 15 per cent of St. Anton am Arlberg's visitors confine themselves to cross-country skiing, walking, ice skating, tobogganing etc. 15 per cent only go snowboarding.
- \* What are the facilities for cross-country skiing?  
Cross-country skiers have 40 km (25 miles) of trails to choose from. These are groomed daily, or more often when it snows.
- \* Are there special runs for snowboarding?  
The St. Anton skiing area has many runs which are suitable for snowboarding, but no special slopes reserved for snowboarders. On the Rendl ski area there is a funpark with various jumps.
- \* How many public swimming pools are there?  
The heated indoor and outdoor swimming pools in the ARLBERG-well.com (centre for wellness and communication).  
In Pettneu: the Wellnesspark Arlberg-Stanzertal ([www.wellnesspark-arlberg.at](http://www.wellnesspark-arlberg.at))
- \* Is there a sport or leisure centre?  
The multi-functional sports centre arl.rock in St. Anton am Arlberg offers numerous activities thanks to an adaptable special surface and the functional architecture in the hall: various ball games from tennis to volleyball, squash, bowling, climbing, ice climbing, bouldering etc. A climbing route leads up to the roof of the sports centre.
- \* Can visitors go on horse-drawn sleigh rides?  
There are sleighs available for rides into the Verwall.

- \* Are physical fitness and Wellness equipment available?  
As well as numerous hotels with their own wellness areas guests in St. Anton can benefit from the ARLBERG-well.com center, with its indoor and outdoor pools, current pool and waterfalls, fitness rooms, various types of saunas, steambaths and relaxation areas. Also in Pettneu the Wellnesspark Arlberg Stanzertal offers a variety of recreational possibilities.
- \* What other leisure activities are possible?  
The list includes skating, curling, tobogganing, tennis, squash, tandem paragliding, fitness centre in the ARLBERG-well.com, library, the Museum St. Anton am Arlberg.

## 9. GENERAL

- \* What is the population of St. Anton, and how many registered tourist beds are there?  
St. Anton am Arlberg has a population of 2,680 and around 10,360 tourist beds. The whole region has a population of 6,240 and around 13,770 tourist beds.
- \* How many people are seasonally employed in St. Anton's tourist trade?  
Every year the resort's hotels and inns take on about 1,500 people on a seasonal employment basis - 150 of them chambermaids. In the 450 or so pensions, the proprietress usually does the rooms herself.
- \* How many bars are there?  
There are about twenty bars for enjoying the après ski hours.
- \* Is St. Anton am Arlberg also prepared for greater events and conventions ?  
The ARLBERG-well.com houses not only a great leisure and wellness area but also an event and congress centre with ultra-modern technology. Up to 3,000 people can easily be catered for during for example, conventions, fairs, presentations, sports and music events.  
St. Anton am Arlberg holds its open air events at the world Championship finishing arena. It has a capacity of up to 10,000 spectators.
- \* How much do the cheapest and the most expensive rooms cost?  
The cheapest room (with breakfast) can be had for 30 Euros per person in the off season, the most expensive (with half board) costs 400 Euros per person in the peak season.
- \* How does the Tourist Office's accommodation and information system work?  
The Tourist Office has its own computerised information system and can provide details of available accommodation at any time, by telephone or by mail. Information on accommodation is also available on [www.stantonamarlberg.com](http://www.stantonamarlberg.com).

## 10. ROAD TRAFFIC

- \* Can you drive into the centre of St. Anton or do you have to leave your car on the outskirts?  
The centre of St. Anton is closed to traffic. There are approximately 2,000 parking spaces available on the bypass, on the secondary school square, at the former Rendl station, at the "West" and "Mitte" car parks and on the outskirts of the resort.

Further information is available from the information bureau St. Anton am Arlberg under +43 (5446) 22690, or visit [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

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[www.stantonamarlberg.com](http://www.stantonamarlberg.com) (press)

***Information without guarantee!***

## Winter sports alternatives in St. Anton am Arlberg

### Who doesn't feel like the skiing can ...

- go with the **horse-drawn sleigh** through the romantic Verwall valley for fine refreshments at the Verwall restaurant, or just enjoy the ride. Horse-drawn sleighs leave from the hotel Mooserkreuz. Reservations through Martin Tschol phone number +43 5446 2380
- **Tobogganing fun – day and evening.** The fast pace pleasure on the four kilometres long toboggan run from the Gampen plateau to the valley lasts for about 10 to 15 minutes and leads you down more than 500 meters height difference. Depending on weather conditions the Nasserein gondola is open every Tuesday and Thursday evening too. Information at the Arlberger lift company, tel. +43 5446 23520. Besides there are some more toboggan runs in Pettneu (1,5 km), in Schnann (200 m), in Flirsch (1 km) and in Strengen (1 km). Information at the information office in Pettneu, tel. +43 5448 8221.
- **Cross Country** on 40 km of tracked cross-country ski runs
- enjoying a **winter walk** into the enchanting Verwall valley or to Nasserein and St. Jakob
- booking a **torch lit walk** into the Verwall valley
- enjoy a tandem flight with the **Paragliders** from Kapall (2,300 m) to St. Anton am Arlberg. Reservation with Simon Penz, tel. +43 664 1415166
- visit the **Museum St. Anton am Alberg** and learn about the history and development of skiing and the village
- **Ice skating or curling**
- Sport is offered in the new multi-functional sports centre, arl.rock. **Tennis, squash, bowling, climbing** (including a climbing route to the roof), **ice climbing, bouldering** - the possibilities are varied. Reservations: +43 5446 2625.
- all sorts of **swimming pleasure and wellness** in the new ARLBERG-well.com (www.arlberg-well.com) with indoor and outdoor swimming pools, sauna world as well as different health facilities all to be enjoyed. Pettneu offers the Wellnesspark Arlberg-Stanzertal (www.wellnesspark-arlberg.at)
- take a **shopping tour** in exquisite boutiques and shops
- let yourself be culinary spoilt in over 90 **restaurants**
- or simply enjoy only the **mountain air and use the leisure amenities** in your accommodation!

Further information is available from the information bureau St. Anton am Arlberg under +43 (5446) 22690, or visit [www.stantonamarlberg.com](http://www.stantonamarlberg.com)

**Pictorial material (in high resolution) as well as press releases:** [www.stantonamarlberg.com](http://www.stantonamarlberg.com) (press)

Modern, international and vibrant: structural changes underline the cosmopolitan culture of St Anton am Arlberg

## **New standards for alpine architecture**

**Without question, the international village, St Anton am Arlberg, is modern and vibrant but, at the same time, has retained its traditional charm. The structural changes of the past years underline the cosmopolitan culture of the holiday region as well as its aspirations for quality. In recent times, the new buildings have set significant benchmarks.**

A sensation in the winter season 2006/2007 was the introduction of the new Galzig Cable Car, a mountain railway with big wheel technology. The Arlberger Bergbahnen invested 22 million euros in the spectacular building and the ground-breaking technology is a world innovation, as well as a visual attraction, by the renowned Austrian architect, Georg Driendl. The base station is fully glazed and thereby provides a clear view of the four ferris wheels.

Since the winter season 2009/2010, one can reach the Rendl skiing area with the modern Rendl Lift. The transparent base station building is much closer to the village centre in St. Anton am Arlberg and was also designed by the architect, Georg Driendl. Where the winter sportsmen needed to take a bus in former times from the skiing area at the Galzig in order to reach the old Rendl Lift, today it is only a few steps in ski boots. The eight person gondola with heated seats can carry up to 2,000 persons per hour, and has a journey time of only seven and a half minutes.

At the end of November 2008 the multi-functional sport and climbing centre, arl.rock, opened. The eye-catching, extravagant architecture, with its 17 metre high tower, showcases the highlights of the new sports centre: climbing, bouldering and ice climbing – the arl.rock offers up to 100 different indoor and outdoor climbing routes with diverse degrees of difficulty and, in addition, a modern Via Ferrata climbing-route leads to the roof of the activity centre. Thanks to a flexible special floor in the sports hall, numerous activities can be offered: indoor football or volleyball can be played on the two tennis courts and squash players have their own court. Fun can be had on four bowling lanes.

In addition, during the course of the various structural changes, the face of the Tyrolean mountain village has been permanently transformed. The new landmarks underline the lively culture of the international ski resort, which have set completely new standards for alpine architecture: no glorified romantic kitsch in the pseudo-historical style, but clear functionality, which strikes up a gentle symbiosis with the landscape. However, the buildings do not appear as futuristic counterpoints set amongst traditional surroundings; on the contrary they affirm the connection to the modern trend, by symbolizing development and progress in the alpine area. "Traditionally we are modern, open-minded and vibrant", says Director of Tourism, Martin Ebster "and this expresses exactly the new face of St Anton am Arlberg".

Particular attention has been given to the new railway station, which the architects Gerhard Manzl, Johann Ritsch and Manfred Sandner have set in a fine-mesh, high-grade steel material. The building nestles next to the rails and displays the continual slowing down and acceleration of the incoming and outgoing trains. The station buildings, embankment and noise barrier together form a flat frontage and a light and transparent working footbridge leads to the village from the forecourt.

On the opposite slope the trio of architects have, to a certain extent, allowed the Finish Stadium to grow from the mountain. The Finish Arena is intended to be a part of the landscape, whereby the new construction and the existing scenery blend into one another. Among experts the stadium stands as a prime example to exemplary building in the Alps.

The architects Helmut Dietrich and Much Untertrifaller have also achieved a great integration success with the building of the events and congress centre, ARLBERG well.com: half of the 48,000 cubic meters of the large hall is hidden within the slope, into which the grassed flat roof blends smoothly. The five long, narrow roof sections allow the viewer to think of hay sheds on a meadow slope and make the roof an altogether exciting landscape. The interior, with the three main halls, restaurant and swimming pool, as well as a wellness suite, is captivating with its generosity and restrained elegance. The principal functions of this hospitality building stand clearly in the foreground of this ultramodern establishment, which is used for large cultural and sporting exhibitions, as well as congresses, meetings and company events.

Even in smaller measures St Anton am Arlberg shows indicative architecture, and is already a role model for private building projects in the Tyrolean mountains. The house of the Falch family in the village centre represents a departure in recent times from alpine cosiness: a lot of glass, ensuring wonderful views of the beautiful mountain world and a flat roof which, due to its special construction, reflects the light from the south side into the dwelling on the lower level. The large porch roof, which is made from trapezoidal sheet metal, is an eye-catcher which dominates the entrance. Family Falch would have still been happy in their traditional Tyrolean house, but they had to give it up, as well as their family run hotel, in the course of the railway relocation. Because the Falchs were so inspired by their unorthodox new home, they established the same principles to their distinctive Hotel Anton. Together with architect Wolfgang Pöschl, they realized a project, which in efficiency and imaginativeness has no equal.

Particularly impressive is the generous glazing combined with alcoves, which are inverted into the front and offer special lounging areas from which one can view the sweep of the mountains. Rooms of different sizes can be connected, some of which have small kitchens to function as apartments. For the new generation, the traditional and often rather boring play corner in the restaurant has been avoided. Parents are particularly happy that their children can play in a glassed-in gallery, always within their sight.

Also in the neighbourhood, the Ski Hotel Galzig was opened by the Alber Family. The long, narrow modern building with its balconies and its uncomplicated wood and glass facade is light and absolutely integral. It is beneficial that no visual contradiction has been created here, but a conscious connection to the nearby ARLBERG-well.com.

The Hotel Lux Alpinae, designed by the architect Georg Driendl, has been open since 2003. The building was developed in the upper, higher lying part of St Anton am Arlberg and is considered a further architectural role model in the alps. Its location in the village was considered in the design and construction of the hotel and also eventually gave it its name: Lux Alpinae, alpine light. Due to the large glass frontage, light is the defining impression for the guests. A light, which constantly changes during the course of the day, is reflected by the sun-illuminated mountains into the hotel rooms, where it can spread unhindered thanks to the many, extensive glass panes.

All-in-all, St Anton am Arlberg still presents itself as connected to tradition, but the Tyrolean mountain village is anything but backward. Instead of sticking with the romance of the wood-carved hearts, here one also dares to take new paths. "Our guests look for authenticity and vibrancy and that is exactly what a "museum village" from the year dot does not offer" explains Director of Tourism, Martin Ebster. "We move with the times and represent the traditional as well as the urban-modern target group".

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**Images (in high resolution) and press releases:** [www.stantonamarlberg.com](http://www.stantonamarlberg.com) (press)

The ARLBERG-well.com and the extensive recreation area are popular meeting places

## **In the heart of St Anton am Arlberg: A leisure oasis with indoor swimming pool and park**

**Extending over more than 30,000 square metres, the recreation area includes a small lake and fountain, footpaths which lead through the park-like gardens, benches and peaceful zones as well as a lovingly designed children's playground. Adjacent to this green oasis in the heart of St Anton am Arlberg is the event and congress centre, ARLBERG-well.com, with its exclusive leisure and wellness facilities.**

The historic railway station building is still a reminder of earlier times – although today it is a private house. Apart from this one can hardly imagine that, before the Alpine Ski World Championships in 2001, railway lines ran through this architect-designed landscape.

The luxuriously appointed leisure and wellness area of the ARLBERG-well.com includes a swimming complex with indoor and outdoor pools, whirl and massage bath, waterfall and children's paddling pools. In addition, there is a Fitness Centre and an extensive sauna suite with Finnish and Kelo saunas, Sanarium, steam bath and relaxation lounge. The bar and restaurant on the first floor of the ARLBERG-well.com is a popular meeting place in St Anton am Arlberg.

The principal point of this intelligently invested building with ultramodern technology is the 2,000 square metre hall where a range of activities for up to 3,000 people can take place. High-calibre sporting events as well as cultural events (including the famous Arlberger New Year's Concert), presentations and international congresses can be seen here.

In the winter the extensive park next to the ARLBERG-well.com is usually covered with snow and the footpaths are regularly cleared. Fairy lights glitter from the trees, the frozen water sparkles in the lake and the groomed ice rink for skating and curling can be found nearby.

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Winter 2011/2012

Professional infrastructure for conventions, trade fairs, conferences, events & concerts.

## **Room for new ideas: St. Anton am Arlberg as Event Venue**

**Whether trade fairs or conventions, conferences or exhibitions, fashion shows or sport and music events – the international Tyrolean mountain village of St. Anton am Arlberg offers the perfect setting for special events, as well as being equipped with excellent conference facilities at 1,300 metres above sea level. Standards have been raised yet further by the multi-faceted WM-Hall in the ARLBERG-well.com, built as part of the preparations for the Alpine Ski World Championships 2001.**

With its 2,000 square metres and capacity for up to 3,000 persons, the WM-Hall is an ideal venue for a whole host of events: Presentations in front of large audiences, exclusive balls or concerts – state of the art technology and movable walls ensure maximum versatility. The experienced experts at ARLBERG-well.com also specialise in responding to individual needs and requirements and turning ideas into practical solutions, from decorations to seating and room layout. With a nine metre high ceiling and dimensions of a triple-size sports hall, this venue is also very suitable for many indoor sports.

The light-filled foyer, on the other hand, is perfect for corporate presentations, receptions and exhibitions. This part of the building was created using steel, wood and glass resulting in a visually appealing combination that is flooded with natural light and appears almost translucent. Giant windows offer unobstructed views of both St. Anton and the mountains. „We have created international conference flair in the midst of one of the best ski resorts in the world. The charming mountain village character of St. Anton am Arlberg especially impresses summer guests. Visitors to our resort are always fascinated by its unique setting“, comments Katrin Fahrner, from the Congress and Events Department at St. Anton am Arlberg Tourist Board.

ARLBERG-well.com is the place to go for a unique choice of interior options, while the neighbouring „Zielarena“ or „Finish Line Arena and Stadium“ is an ideal venue for outdoor events. Several seminar rooms and a fixed grandstand for 2,000 spectators are parameters for the Finish Line Stadium. The Finish Line Arena is particularly well suited for large scale events such as open-air concerts, due to the terrain's gently rising gradient and an impressive 10,000 person capacity.

In addition to ARLBERG-well.com, the Finish Line Arena and Stadium, Arlberg House offers yet more corporate facilities with its Valluga Auditorium, two seminar rooms and the Arlberg Hall. Arlberg-Kandahar-House, a historic villa which is also home to the St. Anton Museum, is the perfect setting for press conferences or exclusive seminars in smaller groups. With proven and vast experience in event management, its mountain location, wide choice of different hotels and restaurants as well as excellent infrastructure, this resort offers perfect conditions for successful events. St. Anton am Arlberg is directly accessible via the international railway network and Innsbruck and Zurich Airports are also relatively close by.

And last but not least: Those who decide to host their event in St. Anton am Arlberg can look forward to a comprehensive back-up service. Qualified staff are on hand to provide customer support during the entire planning stage and of course throughout the event itself. The range of activities offered outside the conference rooms is equally impressive, with a great choice of sport and leisure interests available in St. Anton, which can be taken advantage of by seminar participants during breaks from the various events.

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The history of St Anton am Arlberg is strongly connected to alpine skiing

## Nine Centuries in St Anton am Arlberg

- 1270 The first documentary mention of the "Arlberger"
- 1386 Heinrich Findelkind establishes the Hospiz on the Arlberg Pass
- 1824 Completion of the Arlberg Pass road
- 1880 Beginning of the construction of the Arlberg railway tunnel
- 1884 Inauguration of the Arlberg railway tunnel
- 1890 Hannes Schneider born in Stuben am Arlberg
- 1901 Founding of the Ski Club Arlberg (SCA)
- 1902 The first Mountain Ski Guide course in St Anton
- 1903 The first Club race took place
- 1904 The first general Arlberg race
- 1907 Hannes Schneider becomes the first ski instructor in St Anton am Arlberg at the Hotel Post
- 1920 Shooting of Arnold Fanck's "Miracle of the Snow Shoe" in St Anton with Hannes Schneider and others
- 1921/22 Founding of the Ski School Arlberg by Hannes Schneider with regular ski tuition
- 1923 The Bundessportheim is created by Professor E. Janner in St Christoph
- 1927 The borough is officially named St Anton am Arlberg
- 1928 The first Arlberg Kandahar race takes place on the Galzig
- 1936 The St Antoner, Rudi Matt, becomes slalom world champion in Innsbruck
- 1937 Construction of the Galzig cablecar: 60,000 guests carried in the first year
- 1947 The SCA already has more than 650 members
- 1949/50 981 guest beds in St Anton am Arlberg including St Christoph and St Jakob. The Tyrolean Arlberg Council counted 56,580 overnight accommodations in the winter season and 50,312 in summer,
- 1952 St Christoph cablecar on Galzig is put into operation
- 1955 Building of the Vallugabahn, the Kapall area is opened with a chair lift
- 1955 Hannes Schneider dies in New Hampshire, his second homeland
- 1956 The leader of the Bundessportheim, Professor Stefan Kruckenhauser, sets up the "Austrian Ski Instructing Plan".
- 1959/60 Number of guest beds: 2,243  
Overnight accommodations in winter: 201,007, in summer: 104,983
- 1960 180 ski instructors teach at the Ski School Arlberg
- 1961 Reestablishment of the Brotherhood St Christoph
- 1969 Both St Antoner ski racers, Gertrud Gabl and Karl Schranz, are World Cup overall winners
- 1969/70 Number of guest beds: 4,615  
Overnight accommodations in winter: 364,444, in summer: 222,121
- 1972 Building of the Arlberg Kandahar Lift
- 1974 Opening of the Rendl Lift
- 1974 Beginning of the construction work for the Arlberg road tunnel. The 13.9 km long tunnel connects St Anton am Arlberg/Tirol and Langen/Vorarlberg
- 1978 1st December: inauguration of the Arlberg road tunnel
- 1979/80 Number of guest beds: 6,044  
Overnight accommodations in winter: 437,536, in summer: 193,977
- 1980 Opening the Ski and Local History Museum
- 1981 Schindlergrat lift is put into operation
- 1986 600 years Brotherhood of St. Christoph
- 1988 Opening of the second ski school: Ski School St Anton

- 1989/90 Number of guest beds: 7,838  
Overnight accommodations in winter: 722,022, in summer: 199,290
- 1991 Interski Congress in St Anton am Arlberg under the direction of Prof. Hoppichler
- 1996 In Christchurch/New Zealand St Anton is chosen as the venue of the Alpine Ski World Championships 2001
- 1998 Beginning of the construction work for the railway tunnel between St Anton and St Jakob am Arlberg
- 1998 The first 6-man chair lift with weather protection hoods operates on Kapall
- 1997/98 St Anton am Arlberg has 8,567 guest beds. 829,769 overnight accommodations were counted in the winter season 1998/99.
- 1999 The Ski Club Arlberg has more than 5,000 members from over 40 nations
- 2000 Inauguration of the new section and the railway station on the 9th/10th September
- 2001 The Ski Club Arlberg celebrates its 100th birthday
- 2001 The Alpine Ski World Championships take place from the 28th January to the 10th February, 2001
- 2001 Inauguration of the large Congress and Leisure Centre ARLBERG-well.com in autumn
- 2002 For the first time more than 1 million overnight accommodations in the tourist season 2001/2002 (from the 1st November, 2001 to the 31st October, 2002)
- 2003 The Arlberg, including St Anton, St Christoph, Stuben, Lech and Zürs earns the decoration "Top Resort". Experts from Ski Resort Service International select the Arlberg amongst 50 skiing areas world-wide
- 2004 6,000 winter sportsmen choose St Anton am Arlberg in a poll of the DSV (German Ski Association) as the "Skiing Area of the Year 2004"
- 2005 St Anton am Arlberg commemorates the 50th anniversary of Hannes Schneider's death with an exhibition, lectures, film demonstrations and a ski race as reminders of the life and work of the famous ski pioneer.
- 2005 Development of the power plant and the Kartell Reservoir. This reservoir, which at the same time is a popular excursion destination, holds about eight million cubic metres of water and supplies about 33 million kilowatt hours of electricity annually.
- 2006 Since 2006 St Anton am Arlberg is self-sufficient in the supply of electricity. This is unique in the world of ski resorts.
- 2006 Building of the new Galzig Lift. This spectacular cable car innovation from the Arlberg Mountain Railways Company is based on a ferris wheel. This enables guests to embark at ground-level.
- 2008 Construction of the new multi-functional sports and climbing centre - arl.rock - with tennis courts, indoor football, volleyball, squash court, bowling, 100 climbing routes, boulder wall and ice-climbing tower.
- 2009 Construction of the new Rendl Lift. The old lift, which dates from 1974, is being replaced by an eight person gondola with heated seats which can carry up to 2,000 persons per hour. The new transparent base station building is much closer to the village centre.
- 2011 Interski Congress in St Anton am Arlberg
- 2011 625 years Brotherhood of St. Christoph

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St. Anton am Arlberg: From humble origins to an internationally renowned ski resort

## Blending established ski tradition with contemporary service



It all started in 1880 at St. Anton am Arlberg. A Norwegian engineer strapped two planks of wood to his feet and „slid“ to work at the Arlberg Tunnel. At that time this little village at 1,300 metres above sea level was light years away from the world famous ski resort it has now become. Back then, the isolated mountain farming folk struggled under incredibly harsh conditions. *Photo: Hannes Schneider and his ski tracks – Picture from the Ski and Heimatmuseum; copyright: TVB St. Anton am Arlberg*

Times changed rapidly, though, in St. Anton am Arlberg. All of a sudden it wasn't only Nordic guests conquering the pistes with their telemark turns – the locals were too.

### The Beginning – Founding of the Ski-Club Arlberg

The story began on the 3rd January 1901. Six friends walked from St. Anton am Arlberg to St. Christoph and were welcomed on their arrival by the innkeeper, Oswald Trojer and his daughter, Liesl. This

meeting started with companionable drinks and ended with the foundation of the Ski-Club Arlberg. Today, the Ski-Club can boast of over 7,200 members from 50 different countries. Only three years after founding the club, they realised their next vision by hosting the 1st „General Ski Race“. The great racing tradition of today can trace its` roots back to this first competition in 1904.

### First ski school worldwide

This was just the beginning, however, for the dynamic St. Antoner's with their Ski Club and spectacular races. A local man, Hannes Schneider, was responsible for creating a landmark in ski history, by "inventing" the first ski school ever in the winter of 1921/1922. Until that point in time, no ski resort offered holiday makers the opportunity for group tuition according to ability and instruction using specified guidelines. Hannes Schneider was considered to be a ski hero after winning his first race at the tender age of 13. He skied in a particularly individual style and was the first to use a crouched position for downhill runs – which is still recognised today as the fastest and safest position. He also developed an entirely new turning technique – by transferring his weight on the skis to change course.

### One of the first cable cars in the Alps

Local tourism was given an incredible boost, as increasing numbers of guests arrived wanting to learn Hannes Schneider's technique. It was now "in" to visit the mountains in winter and especially learn to ski. As the expectations of the visiting alpine enthusiasts grew, so did St. Anton and in 1937 one of the very first cable cars in the Alps was built. The Galzigbahn at St. Anton am Arlberg, enabling 210 persons per hour to access the heart of the ski region.

### Fast forward - 130 years later

Today St. Anton am Arlberg is an international holiday resort with 84 lift systems, 280 kilometres of marked pistes and 180 kilometres for free riders in the entire Arlberg region. Around 1,000 hotels, pensions and holiday apartments, innovative customer service, cable car with giant Ferris wheel, wellness centre, multi-functional sport centre, gourmet cuisine, excellent summer walking and cycling region as well as a wide range of diverse events are the perfect ingredients for a great holiday. It is a remarkable accomplishment of the tourism organisers in St. Anton that they have managed to harmoniously combine years of tradition and history with the requirements of an international ski resort, whilst preserving the village's original charm. Furthermore, St. Anton am Arlberg is a member of „Best of the Alps“ – a merger of the 12 most traditional Alpine resorts in Europe.

**Ski World Championships 2001 and new cable car technology**

A highlight in recent history was the Alpine Ski World Championships 2001, which finally introduced St. Anton am Arlberg to the rest of the world. Structural changes made in preparation for the World Championships underline the cosmopolitan culture of this holiday region as well as acknowledging the necessity for top quality. With this in mind, two new lift systems have been constructed in St. Anton am Arlberg: the Galzig-Bahn, completed in 2006 and the Rendl-Bahn, repositioned closer to the village centre in 2009. Gone are the days of laboriously walking upstairs to the lifts, or having to take the bus to the old Rendl-Bahn to access the slopes at Galzig. Both lifts have been moved closer together during construction of the new Rendl-Bahn and are ground breaking examples of modern architecture and innovative technology.

**Multifunctional Sport Centre arl.rock**

In the 19th century, guests and locals alike were at the mercy of the elements whilst indulging in their sporting activities. Nowadays, there is no reason for bad weather to spoil your holiday in St. Anton am Arlberg. Thanks to the multifunctional Sport and Climbing Centre arl.rock, the choice of sports on offer is wide ranging and not influenced at all by adverse weather conditions. Choose from: tennis, volleyball, indoor soccer, squash, bowling, climbing, ice climbing and bouldering. A Lounge-Restaurant with spectacular views provides spectators with the ideal surroundings to chill out and enjoy.

**Interski-Congress 2011**

The Interski Congress at St. Anton am Arlberg in January 2011 provided us with a glimpse into the future development of winter sports. Attracting more than 2,000 participants from all over the world, this event is one of the most important meetings of the international ski scene. Here the latest trends and developments in winter sports are analysed and new techniques presented. In 2011 ski instructors, teachers, sport scientists, medical professionals and other specialists discussed, amongst other things, the future of winter sports.

**From yesterday to today**

St. Anton am Arlberg has never forgotten its' history – a visit to the Museum St. Anton am Arlberg is proof of that. Guests can discover all sorts of fascinating information on days gone by at Arlberg in this newly designed museum. The history of the region and skiing as well as the cultural development and traditions are on display, spread over a series of rooms and on individual stations. Also, find out about the unique and unbelievable story of the Brotherhood of St. Christoph am Arlberg, which began many, many years ago. In 1386 Heinrich Findelkind (also known as Heinrich von Kempten) founded the Brotherhood in order to collect money to build a hospice on the Arlbergpass as a shelter for travelers who had fallen on hard times. With more than 18,000 members today, this „Association of Christian Charity“ is the largest purely charitable organisation in the world. Past and present – side by side in St. Anton am Arlberg.

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Notes

