



**FRIENDS OF
ST. ANTON**

WE EXPLORE,
ENJOY & RESPECT

**Mighty mountains,
babbling brooks,
lush Alpine meadows.
The Arlberg is the epitome
of Alpine idyll. A feast for
the eyes, a refuge for the
soul, a paradise for
sporting adventures.**



The region around St. Anton am Arlberg is all about sport, unspoilt nature and a highly professional culture of hospitality. But the St. Anton region also represents a sense of community spirit and respectful togetherness surrounded by vibrant diversity. We're launching a campaign to take this togetherness to the next level and make the region even more liveable for local residents and visitors alike. With "Friends of St. Anton" as our motto, we want to set out some guidance for a culture of friendliness and respect towards people and nature to serve everyone's needs as best we can.

We want to be a region where people love to visit, live and work. This calls for the following ingredients: shared values, straightforward guidelines for everyone, openness and a collective awareness that different lives are lived here and there are many people and organisations who live and contribute to the spirit of the Friends of St. Anton.

This spirit is based on the belief that respect is the ideal basis for exploring and enjoying the wonderful place where we live. In this brochure, we present the Friends of St. Anton's aims and our message. We would be delighted if you shared the spirit of the Friends of St. Anton. It makes a sporting lifestyle, shared experiences, taking care of nature and treating one another with respect a project for the community.

Looking forward to making this happen together:

The Mayor of St. Anton am Arlberg

Managing Director of the Tourism Association St. Anton am Arlberg

When we're hiking, climbing or mountaineering on Patteriol, Hoher Riffler and Eisenspitze and we open ourselves up for that full rush of endorphins, we think to ourselves: What a privilege it is to be here!



**Together we can be
the most loveable
place in the Alps.**

MISSION

We unite the vibrant community that lives, works and visits St. Anton.

PHILOSOPHY

We treat each other with respect, share experiences and protect our region.

VISION

We create a healthy and sustainable home with a high quality of life for all.

VIBRANT DIVERSITY



The tourist region that's home to St. Anton, Pettneu, Flirsch and Strengen is many things: a home of tradition, a residence for families and a dream destination for a community of avid sports enthusiasts. Among us there are those whose ancestors lived in the St. Anton area and others who are expanding local horizons and falling in love with the region.

Wherever our roots lie, we are united by a huge passion for sport and an international lifestyle in the mountains of Tyrol. Our diversity is what makes the time we spend together and the experiences we share vibrant and unique. As we are deeply connected to the place and the sports on offer here, we treat nature with respect so we can leave it in the best possible condition to pass on to future generations. We also treat each other with respect – in the knowledge that it serves us all to make the St. Anton region the most lovable place in the Alps.

Let's spend as much quality time together as a community as possible and make unforgettable memories! Let's explore, enjoy and respect the region of St. Anton together.



EXPLORE P 8 - 9

ENJOY P 10 - 11

RESPECT P 12 - 13





EXPLORE

FRIENDS OF ST. ANTON UNITED BY DISCOVERY

Discovery can mean many things. In the great outdoors, we discover special spots: places for rest and relaxation and places for action. And views that leave us speechless time and time again. We discover new mountain activities and – with a bit of luck – new friends at the summit. There are also traditions and customs to discover that have shaped the heart and soul of the communities in the Stanzertal valley for centuries. Then there's the local cuisine and culinary delights from all over the world. Plus authentic arts and crafts and a vibrant and versatile art and cultural scene.

Let's go on tours of discovery, share the magic of the summits, make new friendships and have experiences we'll never forget together in the Arlberg region. That's the spirit of discovery of the Friends of St. Anton.



As Friends of St. Anton, we have so much to explore that enriches our lives – new sports, new flavours, new friends, new sounds. We are thrilled and inspired – by the spirit of the community, local traditions and produce, the knowledge of Alpine sporting experts and the overwhelming beauty of the natural landscape.

THE WORLD BELONGS TO THOSE WHO DISCOVER IT.



ENJOY

Our region is truly a place of delight – for all those who feel at home in the Arlberg mountains. We enjoy all that beauty in a way that allows others to enjoy their time here to the fullest, too. That’s the spirit of enjoyment of the Friends of St. Anton.



FRIENDS OF ST. ANTON UNITED BY DELIGHT

We enjoy time spent together with like minds, unspoilt nature and magnificent views. We take advantage of the many possibilities offered by the peerless state-of-the-art sporting infrastructure on our doorstep. As sporting enthusiasts we delight in sporting achievements, records and victories and draw inspiration from other mountain sports fans. Our little ones delight in the outdoor playgrounds and a region that offers them plenty of room to get active and let off steam. In winter we delight in the many winter

sports activities on offer, while in summer we take advantage of the fresh weather.

We also enjoy an international Alpine flair known for its light and easy feeling, good vibes and good fun that enriches our lives. And if that weren't enough, we also enjoy delicious culinary offerings from incredible chefs from all four corners of the globe.

DELIGHT IS JOYFULLY
UNWRAPPING THE GIFTS
OF LIFE.





RESPECT

RESPECT IS THE LANGUAGE OF THE HEART.

FRIENDS OF ST. ANTON BUILT ON RESPECT

Respect for the unique cultural landscape of the Alps, which we protect by taking good care and respecting the local flora and fauna, which we don't disturb or destroy, so their habitat can remain unspoilt, too. We show respect for natural forces of the Alps like mudslides, avalanches and storms and don't put ourselves or mountain rescue teams in unnecessary danger.

We treat energy and water resources with respect and strive towards a sustainable way of life. We show respect for property and tradition and actively work to preserve the heritage of earlier generations for those yet to come. In the knowledge that we as people of different backgrounds have different needs and preferences, we treat each other with respect. We take a step back if need be to ensure we're being considerate of one another.



THANK YOU FOR TREATING EACH OTHER WITH RESPECT

We want to experience and share wonderful moments. When we cycle, we look out for hikers and travel carefully and cautiously, always looking ahead. When we hike, we keep an appropriate amount of distance from wildlife in the mountains and avoid petting or feeding any animals we encounter.

Thank you for protecting the place we live in. We love our region and want to protect it for generations to come. So we dispose of our waste properly and stay on public hiking paths so wildlife can enjoy the forest in peace.



**A region full
of joie de vivre**





STRONGER TOGETHER

TOGETHER WE CAN MAKE THIS THE MOST LOVABLE PLACE IN THE ALPS.



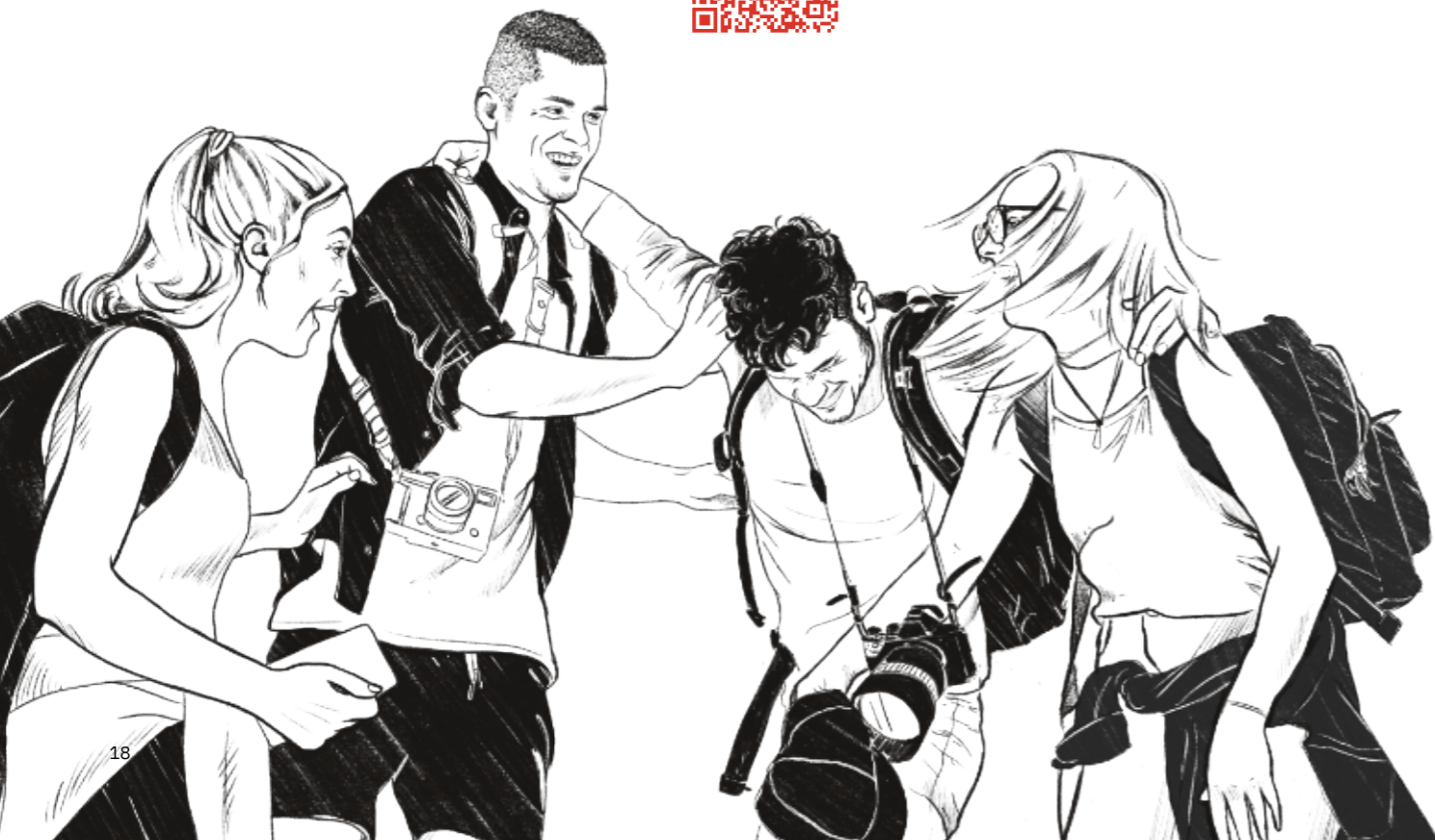
Every change starts from within. The more people find out what they can do to be a Friend of St. Anton, the better things are for everyone.

We need your help to spread the word! Let's work together to ensure we share and live by our values – while making a sustainable contribution for our region. To protect it, to care for and conserve it, and to spend our time together in a way that allows everyone to feel good.

COMMUNITY MEANS SHARING COMMON VALUES




**Get your free Community Card
and take advantage of the benefits!**

Sign up via our online form using this QR code or stop by the St. Anton am Arlberg tourist information office.



What are the benefits of joining the Friends of St. Anton Community?

The Friends of St. Anton community brings people together - regular visitors, regular workers and local residents. Check out all the options!

	 hey! friend	 hey! fan Community Card	 hey! legend Community Card
Digital platform Access to our Facebook group for ski get-togethers, exchange etc.	✓	✓	✓
Access to special events Guided tours "behind the scenes", courses/trainings, joint activities		✓	✓
"Wall of Legends" Immortalization on our "Wall of Legends"			✓

How do I join the Community?

BECOME A FRIEND

If you share our values, you're already a Friend after your first visit

BECOME A FAN

Regular worker
At the start of your 3rd season
Regular visitor
At the start of your 5th visit

BECOME A LEGEND

Regular worker
At the start of your 10th season
Regular visitor
At the start of your 20th season
Local residents
Your primary residence has been registered here for over three years



CONCEPTION & DESIGN
Büro Maisengasse

**TOURIST OFFICE
ST. ANTON AM ARLBERG**

Dorfstrasse 8, 6580 St. Anton am Arlberg
T. +43 (0)5446 22690 · info@stantonamarlberg.com
www.friendsofstanton.com

LOCATION PETTNEU

Dorf 150, 6574 Pettneu am Arlberg
T. +43 (0)5448 8221
pettneu@stantonamarlberg.com

LOCATION FLIRSCH

Dorf 113a, 6572 Flirsch
T. +43 (0)5447 5564
flirsch@stantonamarlberg.com