



The victory march of the Arlberg technique ...

On 3 January 1901, the Ski Club Arlberg was founded. The rush to become a member was huge and just 3 years later an invitation to participate in national and international skiing events was offered. First and foremost amongst this new generation was Hannes Schneider, the pioneer who was destined to revolutionise skiing and bring it to the world arena. He was the first to change the way body weight shifted during a turn, giving skiing a new more powerful edge. For rapid descents he'd crouch, bringing greater speed and better balance. His revolutionary new methods inspired skiers worldwide allowing him to establish the world's first ski school in St. Anton am Arlberg during the winter of 1921/22.



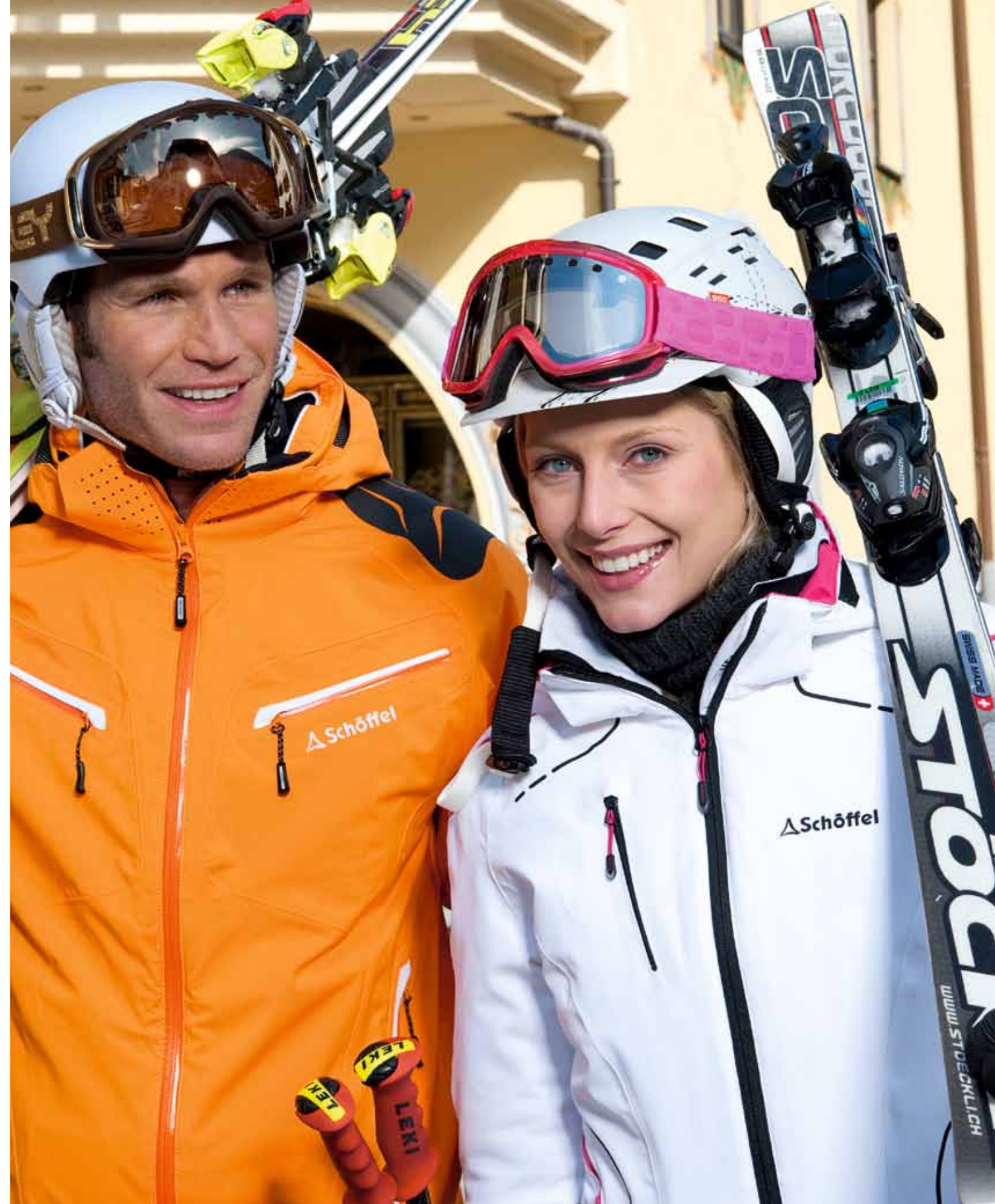
1 Hannes Schneider in his ski workshop in the 1920s 2 Sports apparel for ladies 3 Downhill skiers risked big jumps even then





... all the way to one of the world's top skiing destinations

"What is average gives the world its substance, what is unusual, its value." When Oscar Wilde wrote this he may not have been thinking about skiing. However, his words capture the mass of emotions that a day amongst the snow-covered summits creates. Particularly if the peaks are Galzig, Valluga, Kapall or Rendl; mention these names to skiing connoisseurs and you'll see their faces light up with memories of perfect turns in deep powder, the hilarity of après-ski, or the warmth of an inn during winter. People come to St. Anton am Arlberg from over 50 countries worldwide every single year. Most of them find the very thing that Oscar Wilde wrote of. So, isn't it time you experienced the value of St. Anton?



1 Laid back party atmosphere at après-ski in St. Anton am Arlberg 2 The Kandahar-House – Museum and movie setting

Savouring the utmost

"Haute cuisine" is something you can take literally in St. Anton am Arlberg. At 1,800 metres above sea level the 'highest' prize-winning restaurant in the world creates gourmet delights, while enjoying a dress code that's relaxed for globetrotting gourmets. Because you'll be given a warm welcome even in your ski boots and winter gear. Besides the culinary pleasures on the menu there are also views to savour across picture-perfect landscapes, while down in the valley you'll also enjoy St. Anton's restaurants with classes of every level and delicacies in every category of cuisine. Even at the ski huts, you'll enjoy exquisite fare, as our chefs know that those who want to ski well have to eat well. After all, they too glide across the snowy ski runs in their free time, mixing it up with the snow when they're taking a break from mixing it up in the kitchen.



1 **2** Prepared with loving attention to detail, served with noble vintages **3** Unbeatable ambience in the pedestrian zone



Skiing begins on the Arlberg

Whether you're a complete beginner or not, when you learn to ski in St. Anton am Arlberg you'll become a master of the art anywhere on earth. Our ski instructors have been teaching the craft for longer than anywhere else you can name. Their method, and what they will give you, is based on enthusiasm, sensitivity and professional competence, while children are taught playfully yet carefully. Austria is a nation of great ski athletes so it's no coincidence that its most important educational centre is on the 'upper floor' of St. Anton. The Austrian Ski Academy in St. Christoph trains the best ski teachers in the land where legendary personalities such as the 'Ski Pope' Stefan Kruckenhauser, who invented 'Wedeln', held sway. In 2011, the international family of snow sport teachers held the most important professional event in their branch for the second time, the Interski Congress, in St. Anton am Arlberg. So no surprises with the motto of the congress: Skiing returns home.



1 2 280 km of ski runs + 100% snow guarantee ensures ultimate skiing fun for young and old alike

Always something happening

In 2001, St. Anton am Arlberg hosted the Alpine Ski World Championships for tens of thousands of fans from all over the world. Now it's your turn to come and enjoy where skiing has been celebrated with devotion for decades. It all begins with the legendary Arlberg Kandahar race and continues to the biggest wintertime cult event, 'Der Weiße Rausch' or 'White Madness', the crazy finale to winter. With about 500 athletes taking part in this spectacular mass start from the Valluga down to the valley. At the Spring Festival, Austria's elite ski teachers get together on the Rendl to compete with each other, and crown the best of the best. It is an aesthetic delight for spectators, you'll also love the show put on every week by ski teachers, freestylers and children telling the story of skiing from the start until today at a ski show called 'Schneetreiben – The snow must go on'.



1 Start of the cult race, 'Der Weiße Rausch' on the Valluga 2 Red Bull Hut Rallye in St. Anton am Arlberg 3 Suspense at the FIS Ski World Cup

The Big Freedom

Freestyle simply means 'freedom in style'. We have always been open to innovative styles here, just think of Schneider, Kruckenhauser, Hoppichler, etc. At 'Stanton Park' the Arlberger Bergbahnen lift company has created a playground of superlatives for the wild young skiing generation on the Rendl. One glance will make even experienced lovers of the scene go misty eyed. You'll enjoy a two-lane kickerline with two jumps between 7 and 11 metres, lots of small and medium obstacles plus a really cool jibline. For children and those learning there's a funcross line, while the more radical thunder over five waves and five steep curves, plus three slide boxes. But don't forget the mighty proline with a fat table and a variety of rails and boxes. And if that's all double-Dutch to you then you'll have to ask your son or daughter. Although be warned, as they've probably known for a long time how they want to spend their winter holidays ...



1 Stanton Park dazzles visitors with sophisticated set-ups 2 Freestylers show off their skills with daredevil jumps

ARLBERG FACTS

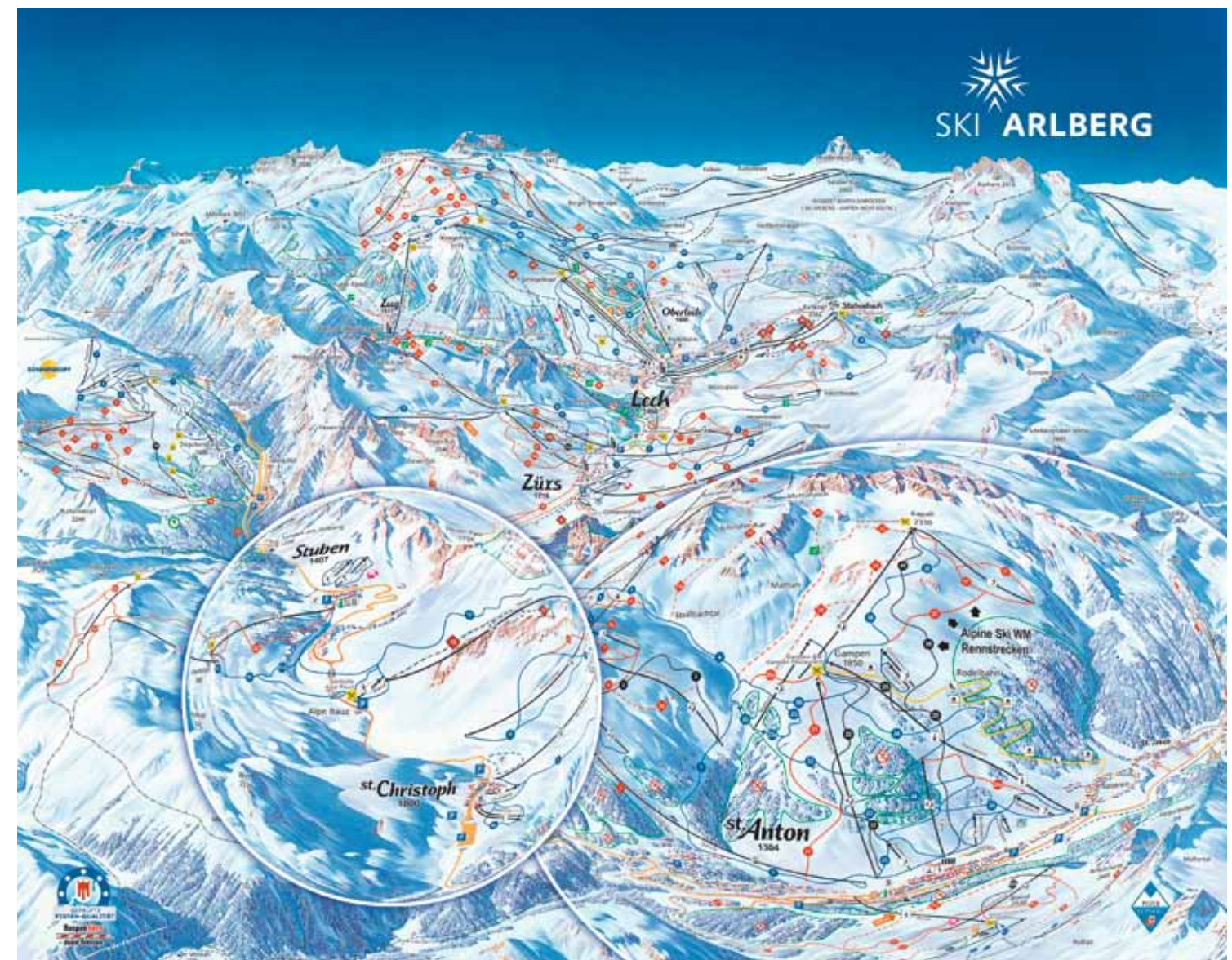
280 km of ski runs 84 cable-cars and lifts

100 % snow guarantee 180 km variations in outlying terrain

Après-ski in style Ski Schools Top restaurants

First class hotels 40 km cross country ski trails

Illuminated natural sledding run



Leading through innovative technology

You'll find that architectural style here in St. Anton begins with the cable-cars, which are much, much more than just a means of transportation. They have their own language, which fits seamlessly into the traditional forms of the town. The 'Riesenrad' (giant wheel) of the Galzigbahn is impressive from every angle. Thanks to its transparent outer shell, its inner workings are revealed. The new Rendlbahn also demonstrates aesthetic excellence, while both lifts offer you incredible comfort. From the pedestrian zone at the centre of St. Anton you're only a few steps from the valley terminals, where the world's most modern cable-car technology whisks you away to alpine heights.



1 **2** 84 cable-cars and lifts sweep sports lovers in comfort from town centre to 2,811 m **3** Eye-catching innovation, the incredible new Galzigbahn



More than skiing

Let's talk about some of the beautiful things you can experience off the ski runs, like cross country, with 40 km of superbly groomed trails. Sledding on the Gampen along a 4.3 km long run all the way to Nasserein. Then, there are 70 km of winter hiking paths. With special guides and snowshoes, hikers can explore even more terrain deep in the wintery landscape. Romantic moments are guaranteed on horse-drawn sleigh rides up into the charming high valley of Verwall. Curling across the ice lanes and skating over the artificial ice lanes also provide sporting pleasures for young and old. While somewhere else to test yourself is at the arl.rock climbing centre, with a wide array of boulder, pre-climbs and ice-climbing. Plus tennis courts, squash boxes and bowling lanes. And after all that exercise the ARLBERG-well.com centre provides you with welcoming saunas, steam-bath and swimming as a relaxing alternative.



1 2 3 Whether sledding, cross-country skiing or fitness and wellness at the ARLBERG-well.com, every taste is catered for



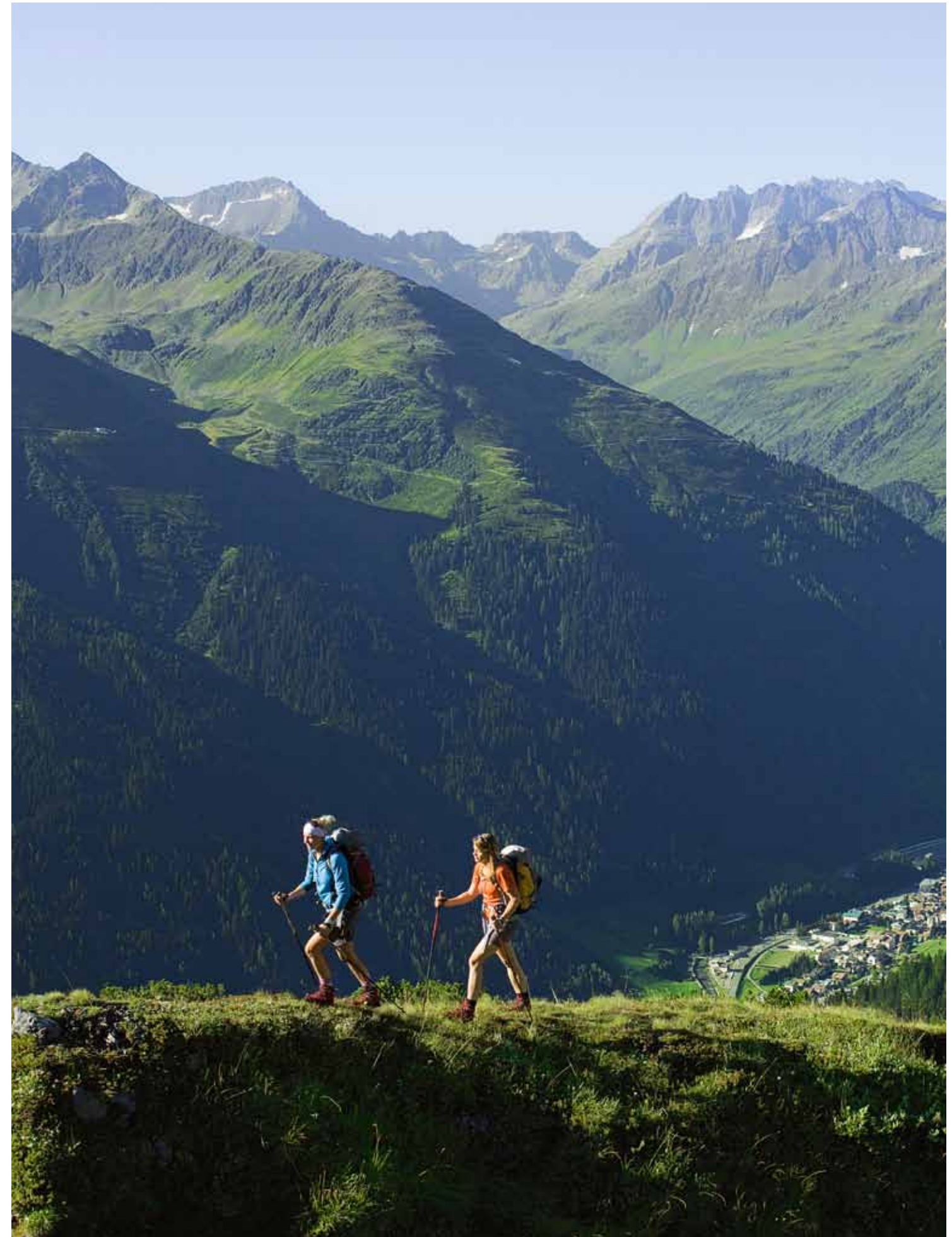
The cradle of alpine skiing ...

... also enticing in summer



Summertime in St. Anton am Arlberg

EVEN WITHOUT SNOW YOU'LL FIND PLENTY TO DO AND SEE. BECAUSE WHILE SKIERS AND THEIR FRIENDS CREATE THE SCENE FROM DECEMBER UNTIL THE END OF APRIL, JUST A FEW MONTHS LATER HIKERS AND MOUNTAIN BIKERS ENJOY EQUALLY BREATH-TAKING MOUNTAIN SCENERY. A VAST NETWORK OF PATHS, TRAILS AND TOURING ROUTES PROVIDES EVERY IMAGINABLE MEANS FOR YOU TO REACH, OR GO AROUND, THE SUMMITS. YOU'LL EXPLORE UNKNOWN ALPINE LANDSCAPES UP CLOSE. FAMILY PROGRAMMES, BIKING WEEKS, TRY-IT-OUT GOLFING EXPERIENCES, RAFTING AND SCRAMBLING IN THE HIGH ROPE GARDEN. „OUT THERE“ IN THE GREAT OUTDOORS, UNLIMITED SPORTS FUN IS YOURS TO RELISH. EVEN IN TOWN, YOU CAN ENJOY LIFE TO THE FULL WITH THE MANY FESTIVITIES OF ST. ANTON'S FRIENDLY LOCALS.



Between hiking trails and mountain biking routes

Exploring the mountains also means exploring yourself because being among these peaceful giants will give you much more than just sporting opportunities. It is also a road into the innermost depths of nature. In the heights all around St. Anton am Arlberg, visitors experience flora and fauna in their fascinating variety against a backdrop of breathtaking splendour. Every year hundreds of kilometres of hiking trails are conquered by anyone who is reasonably fit, not just on foot but also in the saddle. Offering a wonderful opportunity to soak up the atmosphere of the mountains while achieving a personal goal, no matter how small or large. Giving you greater insight not just into the mountains, and the beauty that surrounds them, but also into yourself.



1 Along more than 200 km of mountain biking routes, explore the mountain world around St. Anton 2 A break is the best time to soak up the splendour

FACTS

200 km mountain biking routes

Fixed cable climbing route arl.rock with up to 1,000 m² of

climbing terrain Thematic trails Racing bike runs

Nordic walking High rope garden Kayak trips Golf

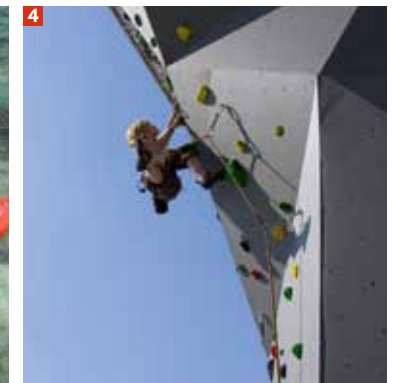
ARLBERG-well.com Fishing





Putting greens and white-water rapids

Many well travelled golfers consider St. Anton's 6-hole links an impressive and memorable outdoor experience. It is small and mountainous. Once you have played here, you'll also be back for more. And let's be honest, who else can boast of powering their ball up the fairway where only a few months before everything was still covered in snow? Not far from the green fairways foam the white-water rapids where you'll power yourself between boulders as you're escorted by an experienced guide. For those of you who prefer to keep your feet dry, but still want an adrenaline kick, the many climbing routes through the Arlberg range will give you everything your hearts desire. Meaning there's a challenge for everyone from the more relaxing on the green to the more hectic amongst the white-water rapids. Whatever the type of challenge you're looking to take on, we're sure to have something for you.



1 On the summit of the high Patteriol, 3,056 m

2 The charms of the 6-hole golf course in amazing mountain setting

3 Kayak trips – the purest form of adventure **4** More than 100 routes at arl.rock, challenge all levels of climber

Heroes of the country road

Cyclists have a great life in St. Anton am Arlberg. The location alone, nestled amongst a group of alpine passes, makes this region the perfect point of departure on your next magnificent tour. You'll find everything to challenge you and your two-wheeled friends here. Racers on the Arlberg Giro take the Arlberg Pass from St. Anton to Bludenz, via Montafon over the Silvretta and through the Paznaun Valley back to the starting point. Along 148 kilometres and up 2,400 metres of altitude, any rider who completes this route is always exhausted but exhilarated. But you don't have to be a professional to experience some of the most beautiful passes in the Alps. Against the romantic backdrop of the lakeside stage of the Bregenz Festival on Lake Constance all the way up to the eternal ice of the Kaunertal glacier at 2,750 metres, as these beautiful sights glide by you'll come to understand why two-wheelers from all over the world have fallen in love with St. Anton.

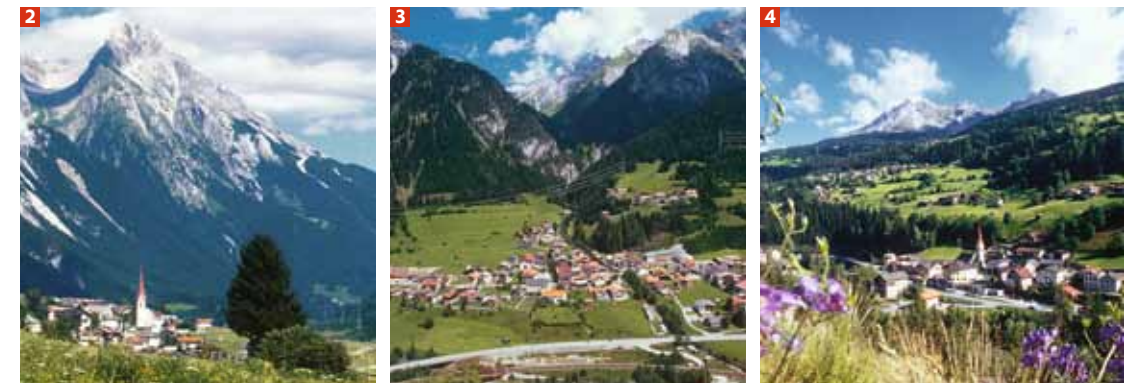


1 Participants in the racing bike weeks have good reason to be happy **2** From St. Anton along many routes through picturesque villages **3** Steep pass routes in the heart of a spectacular mountain world await all racing bike fans



Welcome to Stanzertal

We want to let you in on a little secret, there's much more to Stanzertal than St. Anton am Arlberg. Because this beautiful holiday region consists of a number of small, intimate villages with typical Tyrolean charm in the picturesque Stanzertal valley. They are: Strengen, Flirsch, Pettneu and, of course, St. Anton am Arlberg. And they all have one great thing in common, a vibrant culture of hospitality. But we'd like to invite you to find out for yourself, whatever you want to do and whatever time of year you choose to visit you'll always be sure of a warm welcome.



1 St. Anton am Arlberg with 1,304 m and 2,680 inhabitants **2** Pettneu with 1,228 m and 1,400 inhabitants
3 Flirsch with 1,157 m and 960 inhabitants **4** Strengen with 1,157 m and 1,200 inhabitants