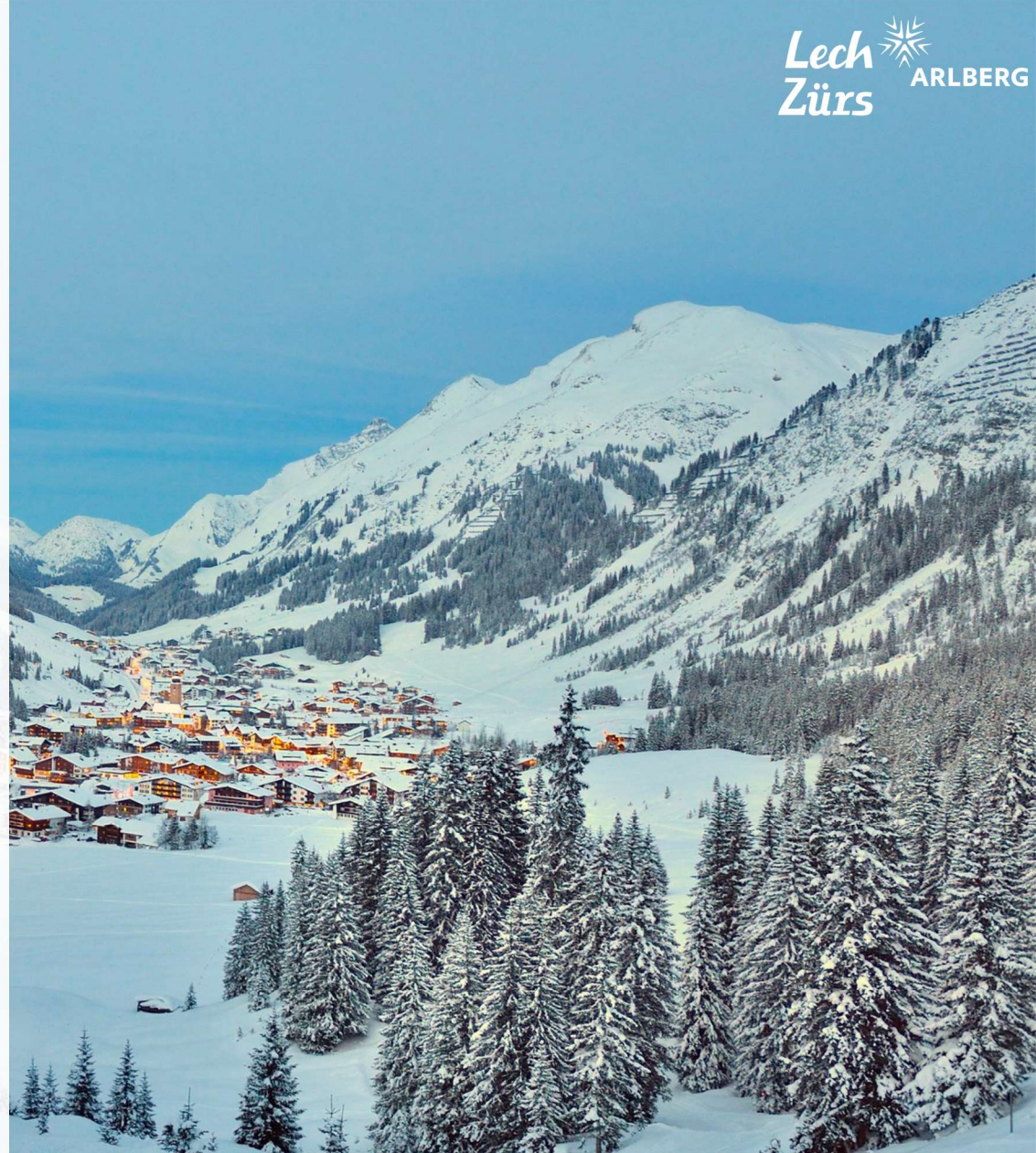


# The cultivation of Time & Space

*Elevating Premium Tourism  
In Mountainous Paradises*



Lech  
Zürs  ARLBERG



# 2 KEY FACTORS



01

Quality

02

Sustain-  
ability

# Quality





Lech  
Zürs  
ARLBERG

# Tourism & Hospitality

*Storytelling is More  
than just a Marketing Strategy*





# History



1907



1901



# 1990s



2024





*Lech*   
*Zürs* ARLBERG

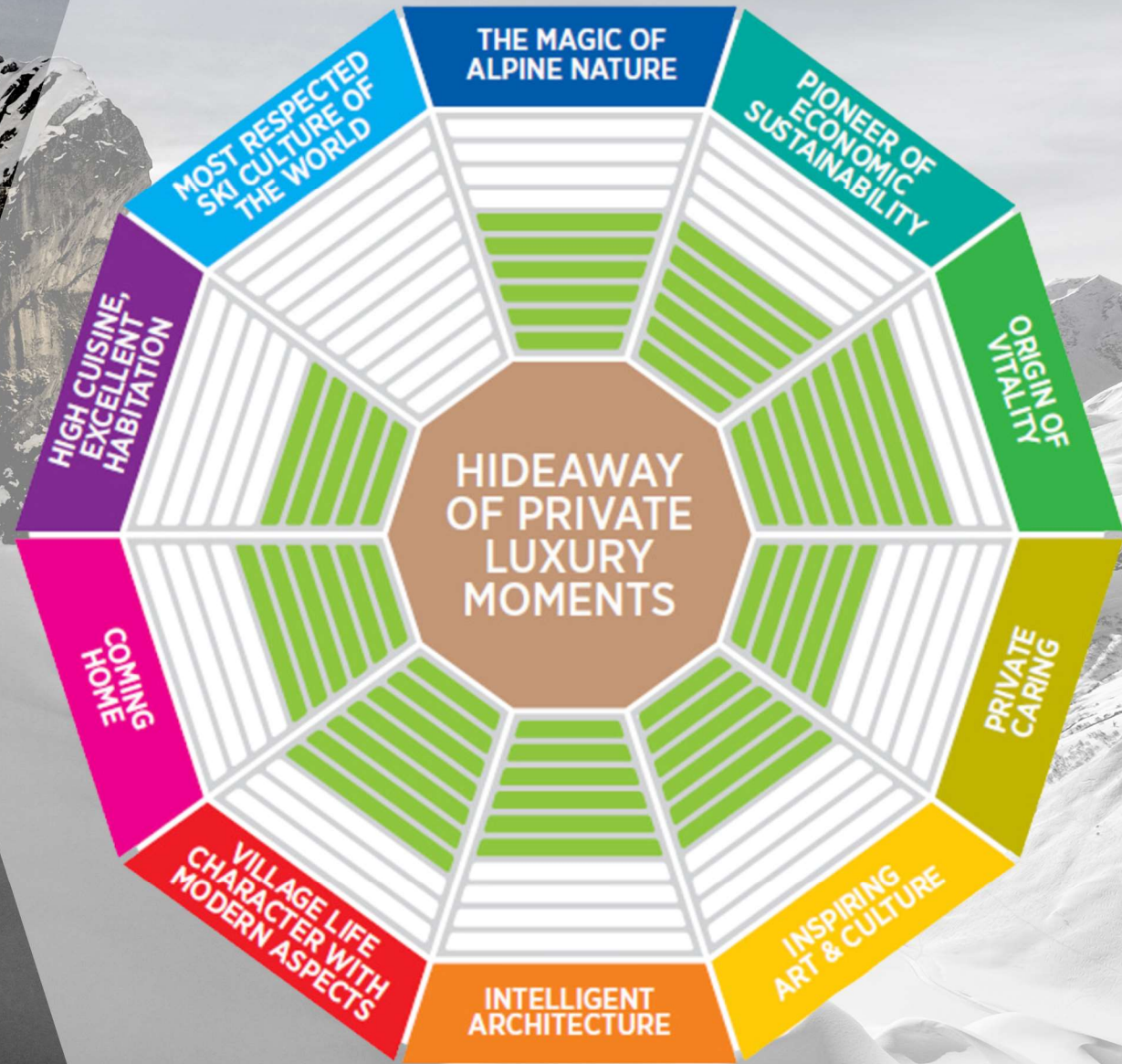
# Brand Profile

*Lech  
Zürs*



ARLBERG

# Brand Profile



# Nature





# Nature



# Vitality



# Private Luxury



**What does  
Luxury mean to  
our Customers?**

<i>Status &amp; Prestige</i>	»»»	<i>Improved Quality of Life</i>
<i>Social Differentiation</i>	»»»	<i>Individual &amp; Collective Wellbeing</i>
<i>Competitors &amp; Competition</i>	»»»	<i>Internal Growth &amp; Win-Win Thinking</i>
<i>More Money</i>	»»»	<i>More Time, Knowledge &amp; Health</i>
<i>Decadence</i>	»»»	<i>Sustainable Enjoyment</i>



# Art & Culture

# Art & Culture



# Architecture







# Coming Home

# Gastronomy



Quality

Quality



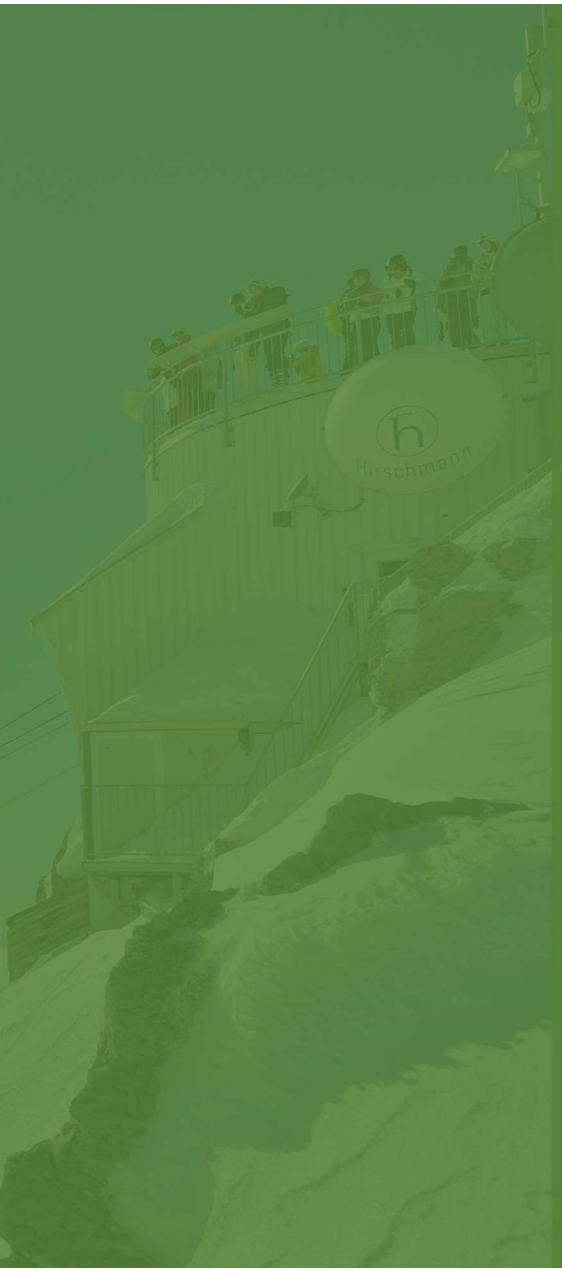
# Sustainability



*Yesterday.*

*Today.*

*Tomorrow.*



*Lead*

*by*

*Example.*

**01**

**Quality >  
Quantity**

**02**

**Conservation**

**03**

**Mobility**

**04**

**Traffic Free  
Oberlech**

**05**

**Innovation &  
Environmental  
Protection**

**06**

**Alpine  
Agriculture**

**07**

**Clean Energy**

**08**

**Forestry**



**04**

**Traffic Free  
Oberlech**



**01**

**Quality >  
Quantity**

**02**

**Conservation**

**03**

**Mobility**

**04**

**Traffic Free  
Oberlech**

**05**

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Environmental  
Protection**

**06**

**Alpine  
Agriculture**

**07**

**Clean Energy**

**08**

**Forestry**

# 07

## Clean Energy



**01**

**Quality >  
Quantity**

**02**

**Conservation**

**03**

**Mobility**

**04**

**Traffic Free  
Oberlech**

**05**

**Innovation &  
Environmental  
Protection**

**06**

**Alpine  
Agriculture**

**07**

**Clean Energy**

**08**

**Forestry**

***Elimination of  
1,265 Tons of  
CO<sub>2</sub> per year!***



**The Cultivation of**

**Time &**

**Space**



*More Time,  
More Space.*



***Thank You.***