

Private Luxury Moments.

Welcome in **Lech
Zürs**  **ARLBERG**



Presentation by Mr. Hermann FERCHER

- **Kitzbühel Tourismus, CEO**
- **Swarovski Optik, Head of Marketing**
- **Lech Zürs Tourismus, CEO**
- **Best of the Alps, Chairman**

Budget
5,5 Mio EUR

in total → 8200 guest beds

- 5***** (1100 guest beds)
- 4****/4****S (4100 guest beds)

Affinity groups.

Summer ☀️

Hiking

Running

Gourmet

Golf

Fascinating classic cars

Winter ❄️

Alpine skiing

Off Piste

Gourmet

Wintermover

Best of the Alps.



Is a consortium of thirteen classic Alpine tourist resorts - All thirteen are world-famous and immensely popular for their time-honoured structures, their connection to the local culture and their harmonious mixture of ancient tradition and gentle progress.

Best of the Alps.



Best of the Alps.



HERMANN FERCHER

CHAIRMAN

Director of Lech Zürs Tourism



ROGER MANSER

VICE-CHAIRMAN

Head of Marketing & Sales Destination Davos Klosters



SAMMY SALM

CEO

CEO Best of the Alps

Best of the Alps.



Best of the Alps.

TRADITION INNOVATION PIONEERING SPIRIT
STYLE NATURE SPIRIT EXCELLENCE LUXURY
ADVENTURE CONTINUITY CLASSIC QUALITY
COMMITMENT PERSEVERANCE TIMELESSNESS
EXPERTISE SAFETY FREEDOM CONVICTION
VISION HANDCRAFT CHARACTER PASSION
COMMUNITY ELATION SUSTAINABILITY SPORT
ROOTEDNESS ALPINISM CULINARY VITALITY
AUTHENTICITY COSMOPOLITANISM HERITAGE
POWER OF PLACE IDENTITY VERSATILITY



Expectations.



Estimates -30 to -40% decline of inbound tourism 2020 because of Corona Pandemic concerns with 287 million fewer international arrivals compared to 2019



Corona crisis will bring fundamental changes to the travel industry:
Pre-crisis levels of tourism demand will not to be achieved before 2023



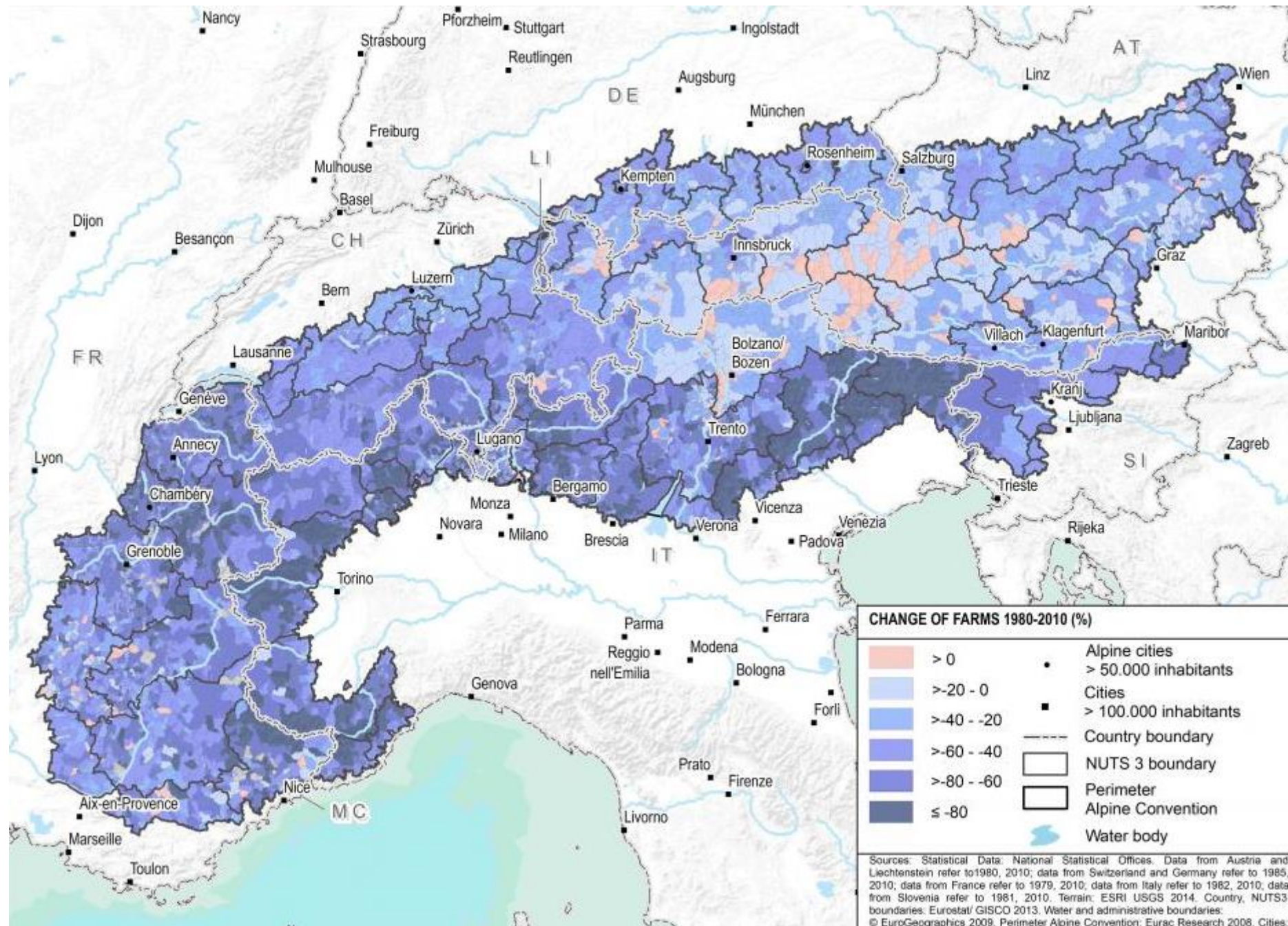
Expectations.



The future tourism is:

- More sustainable
- More innovative
- Quality driven
- Carefully thinking and acting
- Safety first
- More resilient
- More digital
- More Chinese oriented

The Alps.



Mass tourism vs. individual tourism



How to travel?

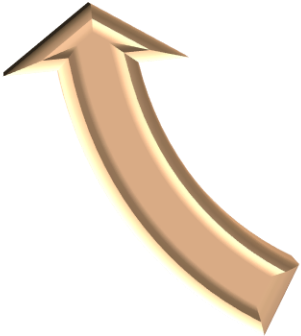
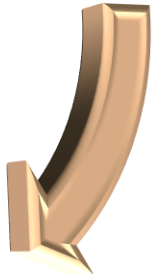




Foto: Fabio Lo Scalzo/Reuters



Foto: Kay Nietfeld/dpa







Private Luxury Moments.

Thank you for your kind attention.

Do you hear it too?

[...]

MORE TIME, MORE SPACE.
This is the sound of
the hiking summer
in Lech Zürs.

Lech
Zürs  ARLBERG