

# Media documentation. Winter 2023/24.



# News – Winter 2023/24



## **The Arosa Lenzerheide ski area celebrates it's «10th wedding anniversary»**

The Arosa-Lenzerheide ski area connection celebrates its 10th anniversary in January 2024. The largest connected ski area in Graubünden has been able to assert itself as an outstanding adventure area in the Swiss market.

[arosalenzerheide.swiss](https://arosalenzerheide.swiss)



## **Schamuela - The converted cowshed**

A place with a special ambience, furnished with a lot of alpine chic and stylishly decorated. The «Schamuela» will be a place where you not only want to go, but where you must have been. All year round, guests will find an unforgettable mountain hut atmosphere, gourmet dinners, a sun terrace to linger on and unforgettable events.

[schamuela.ch](https://schamuela.ch)



## **New: Europe-wide unique Escape Routes in the Arosa Lenzerheide ski area**

The Escape Routes are a mystery game on the slopes that is unique in Europe. Four different mystery routes inspire beginners and experts alike and make heads spin.

[escape-routes.de](https://escape-routes.de) (DE)





## Welcome to the Lenzerheide holiday region

The Lenzerheide holiday region stretches from Malix in the north to Lantsch/Lenz in the south. It unites the three political municipalities of Churwalden, Vaz/Obervaz and Lantsch/Lenz into one touristic destination. As one of the most attractive holiday regions in Graubünden, Lenzerheide offers its guests a variety of nature and holiday experiences, an extensive sports infrastructure for professional training as well as for fun sporting experiences, and many varied events in a good atmosphere. Thanks to its easy and fast accessibility, the Lenzerheide holiday region also offers ideal conditions for spontaneous excursions into the Grisons mountains. Swiss families form the largest guest segment in the Lenzerheide holiday region.



## Creation. Motivation. Inspiration.

The focus of the proactive marketing of the Lenzerheide holiday region is on the four strategic business areas of Alpine Snow Sports, Nordic, Bike and Families. The main business of alpine snow sports in winter is handled in close cooperation with the Arosa Lenzerheide ski area. Nordic complements the main business and is promoted together with the Roland Arena. Events with a strong, international communication impact are organised to reinforce the promotion of the three sports business areas: Lenzerheide is host to the FIS Ski World Cup, the FIS Tour de Ski, the UCI Mountain Bike World Cup and soon the IBU Biathlon World Cup.

[lenzerheide.swiss/lmsag](https://lenzerheide.swiss/lmsag)



### **Arosa Lenzerheide: Two hearts, one ski area**

The snow-sure Arosa Lenzerheide ski area offers 225 kilometres of groomed slopes up to 2'865 metres above sea level. Wide pistes for large radius turns or steep slopes to really get into it will make the hearts of winter sports enthusiasts beat faster. The Urden cable car, Switzerland's fastest reversible aerial tramway, takes guests from Arosa Hörnli to Urdenfürggli in Lenzerheide and back in just three minutes. Since the opening of the Obertor chairlift, which connects the two valley sides of Heidbüel/Scalottas and Rothorn/Motta in Lenzerheide, the snow sports experience from Piz Scalottas to Arosa Weisshorn is perfect. Guests can choose from a wide variety of slopes.

[arosalenzerheide.swiss](https://arosalenzerheide.swiss)



### **Admirable. Heavenly. Really true.**

The various mountain experiences in the Arosa Lenzerheide ski area will make for some very special memories. While the first tracks can be made on the freshly groomed slope with «EarlyBird», the day is rounded off with the last turns on the artificially or naturally illuminated slope with «SnowNights» or «Full Moon Skiing from the Rothorn». Other activities include a behind-the-scenes look and even a chance to ride with a snow groomer. Culinary highlights include «A different kind of dinner» and «Lantern descent from Piz Scalottas», which combines a relaxed cheese fondue evening with a ski descent by lantern light.

[arosalenzerheide.swiss/mountain-experiences](https://arosalenzerheide.swiss/mountain-experiences)



## Winter hiking and snowshoeing

With more than 140 km of marked and prepared pathways, the Arosa Lenzerheide ski area is also an ideal winter hiking area. The well-prepared walking and winter hiking pathways in Lenzerheide and Arosa lead through the middle of the ski area or slightly off the beaten track through snow-covered forests and landscapes. Almost 20 mountain huts, with a varied culinary offer, can be reached on foot or by one of the 14 transport facilities. Similar to the tickets for skiers and snowboarders, day and multi-day winter hiking tickets are also available for the Arosa Lenzerheide ski area.

[lenzerheide.swiss/winter-hiking](https://lenzerheide.swiss/winter-hiking)



## Sledging and LIGHT RIDE

The Lenzerheide holiday region offers four varied sledging runs. The downhill fun can begin comfortably from Scharmoin or Tgantieni with ascent via mountain railway or in combination with a leisurely walk through the wintry nature from Sporz or Tschugga. The last-mentioned route is illuminated at night. The LIGHT RIDE promises a very special highlight. It is located on the lower part of the Scharmoin-Canols sledging run and can be reached by the Rothorn 1 gondola. It is a new kind of sledging experience for young and old that combines multi-sensory light installations with a sledging challenge.

[lightride-lenzerheide.ch](https://lightride-lenzerheide.ch)





## **This is Nordic by Lenzerheide.**

The cross-country skiing region of Lenzerheide has a convincing 56-kilometre network of trails for every level. Whether you are a beginner or a professional, whether you want a camp lasting several days, a technique course, a private lesson, a fun competition or another special experience - in Lenzerheide Nordic is for everyone. The 4 km long night cross-country ski trail in Lantsch/Lenz is illuminated every evening from 5 to 9 pm and offers an ideal training venue even for night owls. With the Roland Arena, the region also has the only permanently installed biathlon facility in Switzerland. The core of the facility is the World Cup-compliant shooting range with 30 places. The arena is a training and competition centre for national and international sports teams.

[lenzerheide.swiss/cross-country-skiing](https://lenzerheide.swiss/cross-country-skiing)



## **The best. With us.**

From 14 to 17 December 2023, a great premiere will take place in Lenzerheide: for the first time ever, a Biathlon World Cup will be held in Switzerland. From 11 to 23 February 2025, the Biathlon World Championships will also be held in Lenzerheide. The international stars of this fascinating combination of such contrasting sports, cross-country skiing and shooting, will come to the home of Niklas Hartweg and Amy Baserga. These two already showed their skills at the European Biathlon Championships in January 2023 in Lenzerheide and won silver for Switzerland in the single mixed relay. Sport at the very highest level and a gripping atmosphere are guaranteed in the Roland Arena.

[lenzerheide2025.ch](https://lenzerheide2025.ch)



## Family experiences: Holidays that move

The winter landscape invites families to linger – whether skating, building snowmen or on skis. The terrain in the children's ski areas of Auarara, Fastatsch and Heimberg is only gently sloping and offers ideal conditions for a smooth start to a skiing career. Away from the slopes, a Foxtrail, an exciting scavenger hunt for families with children aged eight and over, can be completed in Lenzerheide in both summer and winter. The «Anda» Heidsee trail, which lasts around two hours, provides exciting riddles and has a few surprises in store. In addition to the regular family programme, numerous destination partners offer activities such as cross-country skiing or biathlon courses for kids.

[lenzerheide.swiss/family-experiences](https://lenzerheide.swiss/family-experiences)



## Pradaschier with toboggan run

The Pradaschier adventure mountain in Churwalden offers tobogganing and fun for a special adrenaline kick in both summer and winter. With 31 curves and a height difference of 480 metres, the toboggan run winds its way down to the valley on 3'060 metres. This makes it the longest toboggan run in Switzerland. A ride from the start station at 1'750 metres above sea level to the valley takes seven to ten minutes. Pradaschier is one of the three winter sports areas connected to the Dreibündenstein snowshoe arena. One signposted snowshoe route each leads from Feldis, Brambrüesch and Pradaschier to the Dreibündenstein plateau. This opens up great opportunities for varied snowshoe tours.

[pradaschier.ch](https://pradaschier.ch)

# Events – Winter 2023/24



## **Magic Forest Lenzerheide - 15 December 2023 to 3 January 2024**

From 15 December 2023 to 3 January 2024, the Eichhörnlwald in Lenzerheide will be transformed into a magical place. The combination of light art, musical experience and culinary delights in the midst of a wintry mountain world is an overall experience for young and old - a fascination that lets visitors discover a wonderfully charming world.

[zauberwald-lenzerheide.ch](https://zauberwald-lenzerheide.ch) (DE)



## **BMW IBU World Cup Biathlon Lenzerheide - 14 to 17 December 2023**

The World Cup is the main rehearsal for the World Championships in February 2025. Tickets for the competitions in the Roland Arena in Lantsch/Lenz are already available. The return journey by public transport within Switzerland is included in the ticket.

[lenzerheide2025.ch](https://lenzerheide2025.ch)



## **«LIVE is LIFE» Music Festival - 5 to 7 April 2024**

From 5 to 7 April 2024, the Arosa Lenzerheide ski resort will be abuzz. The «LIVE is LIFE » music festival is already going into its fifth edition in 2024. The cross-destination event will once again ensure a good atmosphere with hot beats and a distinctive festival atmosphere on intimate open-air stages on the mountain and in the valley.

[liveislife.ch](https://liveislife.ch) (DE)



# We are happy to assist with research.

**Lenzerheide holiday region**

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You can find all the pictures [here](#).

