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Sales positioning Arosa Lenzerheide

1. Winter

Why (always)

Since its spectacular connection in 2014 with Urdenbahn aerial tramway, Arosa Lenzerheide has become one of the largest comprehensive snow sports areas in the Swiss Alps. The slopes and cable cars are right on the doorstep of numerous accommodations - a unique ski-in-ski-out experience! In addition, Arosa Lenzerheide is one of the world's best ski resorts thanks to its altitude, high-contrast slopes and future-oriented infrastructure with state-of-the-art snowmaking. More than 40 authentic mountain catering establishments, warm and innovative hosts as well as top-class lifestyle and sports events perfectly round off your stay in Arosa Lenzerheide to a stylish enjoyment.

Especially for snow sports, if capacities are available:

Skiers and snowboarders, regardless of their ability and experience, find their perfect slopes in Arosa Lenzerheide:

- 225 slope kilometres, Ski World Cup race track in Lenzerheide and Ski Cross track in Arosa included (blue slopes: 110 km, red slopes: 87 km, black slopes: 28 km)
- 43 transportation facilities
- 3 mountain sides (Arosa, Heidbüel/Scalottas, Rothorn/Motta)
- 42 catering establishments on the mountain
- Especially for beginners and re-entrant: Arosa Comeback Package
- 6 Children's areas, whereof the following three are free of charge: Honigland Prätschli, in Arosa, Kinderland Auarara, Kinderland Heimberg, both in Lenzerheide
- Snow park with three different areas for every level

Arrival Arosa:

Whether by train (RhB) or car: Both ways lead from Chur to Arosa in about an hour - Entertaining and exciting.

Arrival Lenzerheide:

Shorter travel times mean longer time in the mountains. Whether by car or public transport: the easily accessible holiday area Lenzerheide is centrally located.

Early season:

Thanks to its altitude and state-of-the-art snowmaking facilities, the Arosa Lenzerheide ski area is one of the first snow sports areas in Grisons. The "Hörnli area" on the Arosa side is known as the "refrigerator of the Alps" and is therefore extremely snowy.

Early season with November high:

Arosa Lenzerheide starts the winter season with the November high. Far above the sea of fog, the mountain destination offers a wide range of activities in November. If the temperatures are already cool, the first turns can be made on the freshly prepared slopes. If the days are still warm and the Indian summer is long, trails in Arosa Lenzerheide, the Lenzerheide Bikepark, the Arosa Bear Sanctuary and mountain restaurants offer a wide range of activities for mountain bikers and hikers. You can also escape the fog by foot. The numerous hiking trails offer a first-class mountain panorama high above the sea of fog.

For day guests a cooperation with bus companies has been established:

With the "Portal" access in Churwalden, the Arosa Lenzerheide ski region has also moved around 15 minutes closer to its guests.

Late season:

Thanks to its altitude and the differently oriented slopes to the South and North as well as to the East and West, spring skiing can be enjoyed until late April.

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With the music festival "Live is Life", the winter season in April is waved goodbye at spring-like temperatures. Various concerts and different locations on the mountain and in the valley let the holiday region pulse once again.

Links to:

[Panoramic map](#)
[Ticket Shop](#)
[Winter sports report](#)
[Events](#)

If suitable:

Sustainability has been of great importance to the Arosa Lenzerheide snow sports area for years, especially in the technical area - more information can be found [here](#).

2. Summer

Why (always)

Arosa

Arosa attracts in summer with its countless hiking trails and crystal-clear mountain lakes. Discover the wild and romantic side valleys, observe wild animals and end the mountain summer day with a daring jump into one of the most beautiful bathing lakes in Switzerland. From Arosa Lenzerheide is easily accessible by the spectacular connecting train. Unique mountain experiences like the million-star hotel offer an outdoor experience far away from everyday life and commercial offers. Since the summer season 2018 Arosa has a new attraction: together with the animal protection organisation FOUR PAWS, Arosa Bärenland has been realised, which gives bears a species-appropriate home.

The visitor platform at the Weisshornbahn middle station is regarded as a "work of art" for tourism with deep ground. The Squirrel Trail in Arosa has a Swiss appeal and can be easily connected to the Arosa Bear Country. Arosa is predestined for an "easy and family bike" experience.

Lenzerheide

Above the clouds: The real mountain peak feeling is easily accessible thanks to the mountain railways. This unique experience is rounded off by authentic mountain gastronomy and the magnificent panoramic view over the 1,000 Alpine peaks. Lenzerheide holiday region offers a wealth of contrasts that is unparalleled in summer and autumn. This is thanks to the wild and romantic combination of mountains and lake. Hiking, family and pleasure trails, swimming and sports in and around Heidsee, secluded spots by mountain streams and waterfalls as well as warm hosts guarantee unforgettable moments.

With the Mountain Bike World Championship in summer 2018, Lenzerheide confirms its position as THE bike destination in the Alps. Also in summer, the world-famous connecting railway between Lenzerheide and Arosa (see timetable) knows how to excite.

In addition, the two destinations Lenzerheide and Arosa can be linked even better with the mountain bike - from Parpaner Rothorn a trail not only leads to Lenzerheide but now also to Arosa.

Arosa Lenzerheide

- 10 transportation facilities (Heidbüel, Scalottas, Rothorn, Urdenbahn, Hörnli, Weisshorn, Pradaschier)
- 20 catering establishments on the mountain in summer
- 500 km signposted biking routes
- 300 km signposted hiking paths

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Execution arrival:

Arrival by train

Slowly like a tram, Arosa railway strolls through Chur, past the city wall, Maltese Tower and Obertor, the landmark of Grisons' capital. But soon the city stroll on rails is over. At the city limits, Arosa railway turns into a mountain railway and winds its way up through the wild Schanfigger valley to the famous holiday resort of Arosa. The train climbs over a thousand meters on the only 26 km long route.

By the way: In winter and with a valid Arosa Lenzerheide snow sports pass, you can travel free of charge on the Chur-Arosa (2nd class) and Chur-Lenzerheide-Tiefencastel routes for Alpine winter sports.

The trail winds its way up to Arosa along 200 bends, past traditional Walser villages and rock faces. At the end of the day, everyday life is forgotten, and time stands still. Surrounded and close to the touch, the village of Arosa is embedded in the mountain landscape.

Links to:

[Summer](#) in Arosa Lenzerheide

[Tickets and rates](#)

[Events](#)