



Media documentation. Summer 2024.

News – Summer 2024



The Flowline with the new section «Cloud 9» in the Bike Kingdom Park Lenzerheide

Just in time for the Bike Kingdom's fifth anniversary, there is a new section on the Flowline in the bike park. Find out exactly where the new section will take you. But we guarantee you lot's of fun and enjoyment with bends, berms and jumps.

[Bike Kingdom Park Lenzerheide | Bikepark Switzerland](#)



Wilde Fö Outdoor Küche – Luxuriöse Menüs über brennenden Wacholderzweigen

Abenteuerlich, ursprünglich und doch luxuriös – all das erwartet dich in der anspruchsvollen Outdoor Naturküche. Du bist hautnah dabei, wenn luxuriöse Menüs über lichterloh brennenden Wacholderzweigen entstehen.

[Das Restaurant Fö | Maiensässhotel Guarda Val](#)



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 communities of Churwalden, Vaz/Obervez and Lantsch/Lenz into one touristic destination. As one of the most attractive vacation regions in Graubünden, Lenzerheide offers its guests a variety of nature and vacation experiences, an extensive sports infrastructure for professional training as well as for the fun of the sporting experience, and a large number of varied events in a good atmosphere. Thanks to its easy and fast accessibility, the holiday region Lenzerheide also offers ideal conditions for spontaneous excursions into the Grisons mountains. Swiss families form the largest guest segment in the Lenzerheide holiday region.

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



Creation. Motivation. Inspiration.

The focus of the proactive marketing of the holiday region Lenzerheide is placed 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 resort. Nordic complements the main business and is promoted together with the Roland Arena. Events with a strong, supra-regional communication impact are organized to reinforce the promotion of the three sports business segments: Lenzerheide hosts the FIS Ski World Cup, the FIS Tour de Ski, the UCI Mountain Bike World Cup and soon the IBU Biathlon World Cup. The Lenzerheide Marketing und Support AG is responsible for the marketing and event support of the vacation region Lenzerheide.

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



Arosa Lenzerheide: Two hearts, one ski resort

The snow-assured ski resort Arosa Lenzerheide impresses in winter with 225 kilometres of prepared slopes up to an altitude of 2,865 m. In summer, the ski resort is all about biking and hiking. The real mountain top feeling is easily and comfortably accessible thanks to the mountain railways. Since ten years the two holiday regions of Arosa and Lenzerheide are linked in summer and winter. Guests can reach Urdenfüggli in Lenzerheide from Arosa Hörnli within three minutes on the Urdenbahn, Switzerland's fastest aerial tramway. Various mountain restaurants and huts in the ski resort tempt guests with Graubünden specialities and refreshments on both sides of the valley.

arosalenzerheide.swiss



Mountain experiences of a special kind

For very special memories in the ski resort Arosa Lenzerheide provide the different mountain experiences.

- Rothorn Sunrise: Brunch buffet at sunrise at 2,865 m
- Jewels of the night: Overnight under the open sky
- Märli Bruch: Summit breakfast with enchanting Märli tales (DE only)
- Kafi Abflug: Tandem flight high above the mountains
- Sunset Yoga: Yoga in the last rays of the sun
- Senior Special: High up with panoramic views and lunch

arosalenzerheide.swiss/mountain-experiences



Bike Kingdom

We believe that a kingdom for mountain bikers actually exists. In the north of the canton of Graubünden, 2 bike parks, 12 mountain railways as well as bus and train lines connect the regions of Arosa, Lenzerheide and Chur. In Graubünden, every hiking trail is also an MTB trail, so there are hundreds of kilometres of trails and countless tours waiting to be tackled by bikers in the Bike Kingdom. Excellent MTB schools, bike hotels and a variety of events round off the perfect biking experience.

bikekingdom.ch



Write your own legend

Bike Kingdom presents bikers with a diverse selection of trails. Various trail types and levels of difficulty guarantee that everyone will find the ideal tour. The Bike Kingdom app not only helps you to find the trails, but also rewards you with attractive prizes.

A wide range of events ensures that there is always plenty of variety. The Bike Kingdom playground is ideal for fun enduro races, junior downhill races or even races at World Cup level.

For those who need support, there is a comprehensive selection of courses and camps available. Beginners' courses, children's courses, special women's camps and downhill technique camps with professionals ensure that everyone can improve at their own level.



Hiking and trail running

Varied trails for hikers, trail runners and nature lovers – there are more than enough of them in the Lenzerheide holiday region. Between fragrant alpine meadows you will find cozy fireplaces and rustic huts. In the village and on the mountain, numerous restaurants invite you to linger. In addition, the ice-cold mountain streams or the idyllic lake Heidsee provide refreshing cooling. For an overview of the hiking universe of Lenzerheide, we recommend the panoramic hiking map. It is available digitally on the website or in printed form at the information offices or at the mountain railway ticket offices.

lenzerheide.swiss/hiking



Stone gnome path on the Rothorn

The stone gnome path is being built at almost 3000 metres above sea level on the Parpaner Rothorn. It will not be officially opened until summer 2025. Of course, the circular hike on the Rothorn can already be done this summer and the first stone sculptures can be viewed. Over the course of summer 2024, further sculptures will be added, which will be created with the utmost care and craftsmanship.

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



Family experiences: Holidays that move

The Lenzerheide holiday region has been a popular holiday destination for families for many years. The offers are correspondingly numerous and varied. Many of them revolve around Globi. The cheerful, courageous and imaginative comic figure is at home in Lenzerheide. With his yellow beak, black beret and red and black checked trousers, he accompanies children and their families to the most beautiful places in the holiday region. Whether on the Globi hiking trail, at the Globi children's programme or the popular Globi children's parties, the funny mascot is always on hand.

lenzerheide.swiss/family-experiences
lenzerheide.swiss/globi



Adventure mountain with toboggan run and zipline

The Pradaschier adventure mountain in Churwalden offers tobogganing and zipline 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 at 3,060 metres. This makes it the longest toboggan run in Switzerland. A ride from the starting station at 1,750 metres above sea level to the valley takes seven to ten minutes. The zipline on the Pradaschier adventure mountain is unique in the Bündler mountains. The zipline takes you down the valley at up to 110 kilometres per hour, safely attached to a wire rope. During the almost 2-minute flight, 1,739m are covered with a height difference of 470m. After the gentle take-off, the 29% drop gives a feeling of free fall that is very close to that of flying.

pradaschier.ch



The summer hotspot: Lake Heidsee

Lake Heidsee is nestled in the middle of the high valley in an idyllic landscape at 1,500 m above sea level and is rightly considered a refreshment oasis in the mountains. On the right shore of the lake is a nature reserve that invites you to watch ducks and birds. On the left shore of the lake are the Lido and the water sports centre. The wind-protected part of the Lido is a play paradise for children. The bathing bay entices with numerous attractions such as a pirate ship, the «Mini Lenzerhorn» and also a suspension bridge. The best place to hang out and recharge your batteries is on the wind-protected sun terrace. The kiosk offers drinks, ice creams and snacks. Barbecue sites are also available around Heidsee.

lenzerheide.swiss/water-sports



Wind. Water. Waves.

In summer, the lake Heidsee warms up to over 20° C and invites you to swim and do other water sports. The wind strength on the lake Heidsee averages 3-5 Bft (thermal wind) and thus makes every surfer's and sailor's heartbeat faster. Those who want to explore the landscape without surfing or sailing experience can rent one of the motorless boats such as pedal boats, rowing boats, hydrobikes or kayaks as well as SUPs.



Cross-country skiing and biathlon in summer

The Roland Arena is located in Lantsch/Lenz, about five kilometres from the centre of Lenzerheide. Thanks to the multifunctional building architecture, the arena has developed into a well-known sports hotspot and is a meeting place for elite and junior athletes, recreational athletes, clubs and sports associations. Anyone who wants can experience the sport of biathlon for themselves in a taster course, compete against each other in the family challenge and refresh themselves with some tasty treats in the Bistro Bualino. Besides the shooting range, the Roland Arena offers a 4km long roller ski track in summer.

Forcast: The BMW IBU World Biathlon Championships will take place in the Roland Arena from 11 to 23 February 2025.

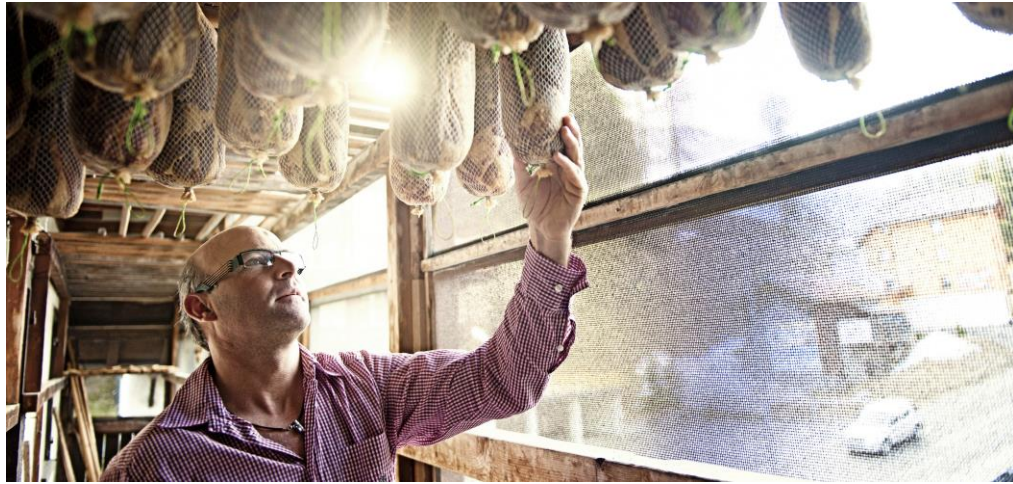
rolandarena.ch
lenzerheide2025.ch



«Dolce far Sport» and guest animation programme

The individual sports programme "Dolce far Sport" of the Lenzerheide holiday region offers a variety of activities for young and old. The Lenzerheide holiday region also offers a wide range of options for non-athletes as part of the guest entertainment programme. Wild herb peso or making your own healing ointment, picking mushrooms in a guided group, fishing on Lake Heidsee or a guided village tour are just a few examples.

lenzerheide.swiss/summer-programme



Between tradition and modernity

The Lenzerheide holiday region, like many other Graubünden resorts, is famous for its meat dryers. What used to be one of the mountain farmers' staple foods is now one of the most expensive cuts of meat produced in Graubünden – with pride – from pure beef. The meat dryer Brügger in Parpan welcome guests and offer tours of their facilities as well as direct sales. In addition to Bündner Trockenfleisch, the cheese dairies also combine tradition with modernity. The two cheese dairies, Alpkäserei Parpan and Erlebniskäserei Tschugga, are popular excursion destinations and also offer guided tours or even self-experiments in cheese making. An exciting experience for groups, but also for families or individual travellers.

The Puracenter AG is also special. In its own dairy, it processes local mountain milk into tasty milk and cheese specialities, which are available in regional restaurants and retail outlets.



«Kultur am Pass» - makes culture visible and tangible

The KaP "Kultur am Pass" association is committed to make culture in the Lenzerheide region with the municipalities of Lantsch/Lenz, Vaz/Ober vaz and Churwalden visible and tangible - for locals as well as for holiday guests. KaP runs a cultural secretariat as a contact point for questions relating to cultural events. The association supports local and external organisers in the organisation and implementation of cultural events and also organizes cultural events itself, such as village tours, Viva la Strada, concerts and cultural days.

kulturampass.ch

Events – Summer 2024



Lenzerheide Motor Classics – 7 to 9 June 2024

The Lenzerheide Motor Classics are a paradise for lovers of classic vehicles and a place where like-minded people meet to share their passion. Every year, over 300 participants with just as many vehicles are welcomed to the highest circuit along the Heidsee. [lenzerheidemotorclassics.ch](https://www.lenzerheidemotorclassics.ch) (DE only)



Bike Kingdom Feast with the iXS European Downhill Cup – 21 to 23 June 2024

Even if the UCI Mountain Bike World Cup does not stop in Lenzerheide in summer 2024, there will still be action in the bike park: the iXS European Downhill Cup will stop in Lenzerheide. The Swiss downhill champions will also be crowned here on Saturday. Various side events round off the weekend full of bike action. <https://www.bikekingdom.ch/en/Events/Feast>



Alpenchallenge cycling marathon – 23rd June 2024

The two routes, with their spectacular views, challenging climbs and breathtaking descents, are the ultimate for ambitious cyclists and slurry cyclists and, with their views of the Upper Engadin lakes, the rapid descent from the Maloja Pass, the beautiful ride through the Bergell and the unique Viamala Gorge, are a "Best Of Alps". [Alpenchallengelenzerheide.ch](https://www.alpenchallengelenzerheide.ch) (DE only)

Events – Summer 2024



Secret Garden – 24 July to 10 August 2024

The small but exquisite music festival is being held in Lenzerheide for the fifth time in a row and attracts around 2,000 visitors every year. Great music concerts, delicious food and cool drinks combined with a fantastic view of the village of Lenzerheide at sunset - that's the Secret Garden. secretgarden.ch



Testride Lenzerheide – 6 to 9 September 2024

Lenzerheide hosts the largest bike test event in Switzerland, where more than 40 bike brands meet annually to present their latest products. In the Village, catering with local specialties is provided. A public Kids Area with a parcour also offers an exciting program for the «young shredders». bikekingdom.ch/testride



FHGR Trailrun – 28 September 2024

On the 28th of September 2024, we will be opening up fantastic trails in the Lenzerheide, Lantsch/Lenz, Churwalden, Tschierschen and Arosa areas with a start and finish in the Roland Arena. Choose your challenge and be part of history. There are various routes available to you. lenzerheide.run (DE only)

Media images

Summer season 2024_Mountain biking:

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Summer season 2024_Hiking:

<https://easydam.bynder.com/share/4BFD5542-2A69-4902-9F9068B63F0F4F05/>

Summer season 2024_Trail running:

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Summer season 2024_Families:

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Summer season 2024_Water sports and Heidsee:

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**We are happy to assist with
research.**

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