





FRIENDS OF
ST. ANTON

WE SKI,
ENJOY & RESPECT

Snow-capped mountains and glistening landscapes - the Arlberg is a true mountain paradise. A feast for the eyes, food for the soul, a huge outdoor playground for sporting adventures.



The region of St. Anton stands for winter sports, unspoilt nature and warm hospitality. But it also stands for shared community and mutual respect in the spirit of acceptance and diversity. The Friends of St. Anton movement aims to take this togetherness to the next level and make St. Anton an even better place to be, for locals and for guests. We want to forge a culture in which people enjoy interacting with each other and with nature in a respectful way while at the same time taking into consideration the needs and wishes of all people in the region of St. Anton.

Our ultimate aim is to be a region where people enjoy visiting and enjoy living. To make this a reality, we need shared values and simple rules that apply to everyone. We need a spirit of openness and a collective understanding that our region is home to different people with different lives and different priorities. And, last but not least, we need businesses that embrace and support the spirit of the Friends of St. Anton. It is a spirit based on our belief that this wonderful region we are so lucky to call home is best explored and enjoyed through mutual respect. The more people live this spirit, the better it will be for everyone. Become part of the change and spread the message. Let us join forces to protect our region and to foster a community based on enjoyment, respect and a shared love of nature.

As we gaze out at the most famous peaks in our region, from the Patteriol and the Valluga to the Hoher Riffler and the Eisenspitze, we can't help but think what an honour and privilege it is to be able to call the region of St. Anton our home.

Together with you, I look forward to making this vision a reality.

Martin Ebster

Martin Ebster
Head of the St. Anton am Arlberg
Tourism Association



MISSION

We love, preserve and enjoy our region.

PHILOSOPHY

We treat each other and our resources with respect.

VISION

We create a healthy and sustainable home with an excellent quality of life for everyone.

**Together we can be
the most loveable
place in the Alps.**



VIBRANT DIVERSITY



The tourist region that's home to St. Anton, Pettneu, Flirsch and Strengen is many things: a place of traditions, a home to local people, a dream destination for winter sports enthusiasts. Our community is diverse, ranging from families who have lived here for hundreds of years to new arrivals who have fallen in love with the region and contribute to its famous international flair.

No matter where our roots lie, we are united by our passion for sports and an international lifestyle in the mountains of Tyrol. Our diversity makes spending time together and shared experiences vibrant and unique. Our deep connection to the region and our passion for the sporting opportunities it offers mean we treat the local environment with respect in order to preserve it for future generations. We also treat each other with respect – in the knowledge that it takes each and every one of us to make the region of St. Anton am Arlberg the most liveable place in the Alps.

Let's spend as much quality time as possible as a community and share special memories. Let's discover, enjoy and respect the region of St. Anton am Arlberg together.

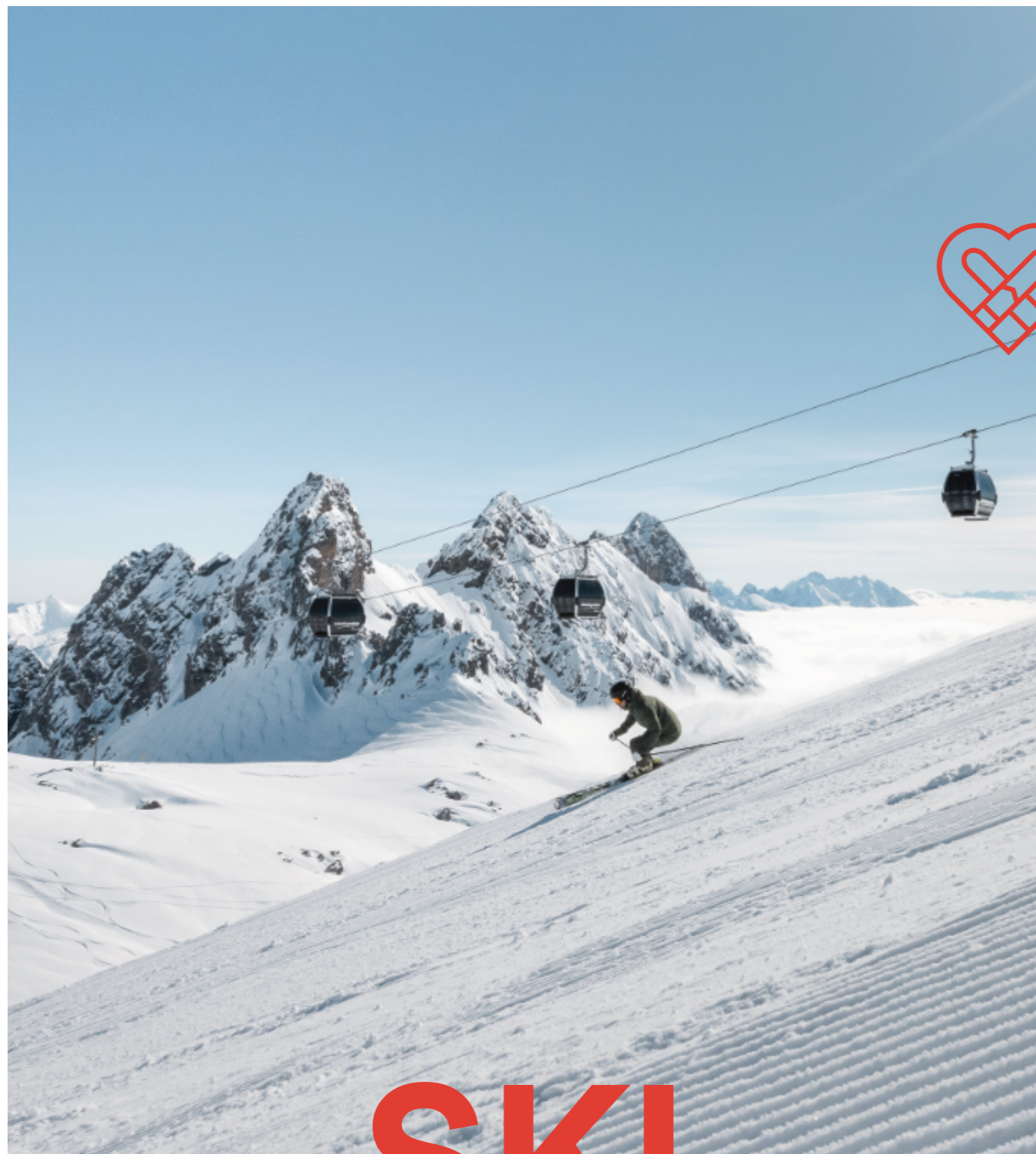


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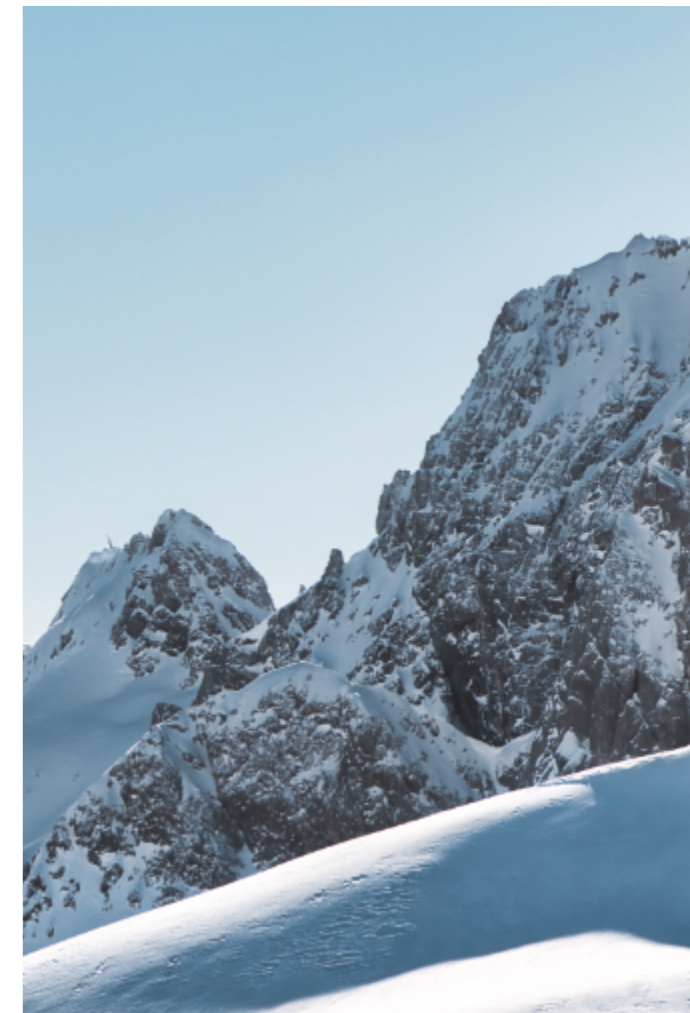
SKI

EAT, SLEEP, SKI & REPEAT

THE CRADLE OF ALPINE SKIING

There's no doubt about it: winter sports are in our DNA. As Friends of St. Anton, we are united by a love of winter and a passion for all the many activities and adventures on offer in this wonderful region.

Cruising the slopes of our world-class ski resorts, enjoying first tracks on untouched powder slopes, breathing in the crisp winter air while walking on the region's winter hiking trails – for us, there is no better way to enjoy the cold months of the year than outside exploring nature. Wherever and however we immerse ourselves in the winter world of St. Anton, the splendour of the region and the joy of winter sports makes our hearts beat faster, gives us strength and is part of who we are.



Let us enjoy great winter experiences together and make sure that we behave in such a way that others can enjoy their winter experiences too. That's the SKI spirit of the Friends of St. Anton.



ENJOY

Our region truly is a place of delight – for all those who feel at home in the Arlberg mountains. We enjoy all the beauty in a way that allows others to enjoy their time here to the fullest, too. That’s the spirit of enjoyment of the Friends of St. Anton.



UNITED BY A SHARED PASSION FOR PLEASURE

The Friends of St. Anton are united by a shared passion for pleasure. We enjoy the company of like-minded people, unspoilt nature and magnificent views. We enjoy guaranteed snow and the many opportunities offered by the ski resorts on our doorstep which draw winter sports enthusiasts from around the world. Our passion for sport means we enjoy achievements, records and victories. Our children enjoy growing up in a region that offers so much space to explore and let

off steam even in winter. We enjoy the incredible level of comfort and security that would have been unthinkable in our region just a hundred years ago. We also enjoy the international flair and cosmopolitan vibe of St. Anton. We enjoy parties and celebrations that make life richer. And, as if that wasn't enough, we enjoy the great food prepared by some of the world's best chefs.

TO ENJOY MEANS TO RELISH
IN UNPACKING THE GIFTS
LIFE HAS TO OFFER.





RESPECT

RESPECT IS THE LANGUAGE OF THE HEART.

AS FRIENDS OF ST. ANTON, WE SHOW RESPECT.

Respect for the unique landscape and traditions of which we are so proud. Respect for the region's flora and fauna, which we neither damage nor disturb in order to preserve this precious habitat. We show respect for the forces of nature in the Alps such as avalanches and storms, and do not place ourselves or the local mountain rescue teams in unnecessary danger. We emphasise the respectful use of energy and water resources and strive to pursue a sustainable way of living. We show respect for our customs and traditions and actively seek to preserve this rich heritage and pass it on to future generations.

We treat each other with respect, recognising that as people with different backgrounds we have different needs and priorities. We respect the local community by keeping noise to a minimum in the evenings and at night. If necessary, we are willing to take a step back to ensure a spirit of mutual respect. That is the respectful spirit of the Friends of St. Anton.



THANK YOU FOR TREATING EACH OTHER WITH RESPECT

We want to experience and share wonderful moments together. Thank you for looking out for each other on the ski slopes, knowing and following the rules of the piste and not placing yourselves or others in danger. Thank you for protecting the place we live in. We love the region of St. Anton am Arlberg and want to preserve it for generations to come. Thank you for disposing of your waste properly, sticking to the marked ski pistes and avoiding protected areas so that local animals can enjoy peace and quiet in the forest.

Experience
unforgettable
moments.





WE ARE STRONGER TOGETHER

TOGETHER WE CAN MAKE THIS THE MOST LOVABLE PLACE IN THE ALPS.

Every change starts from within. The more people find out what they can do to be a Friend of St. Anton, the better things are for everyone.

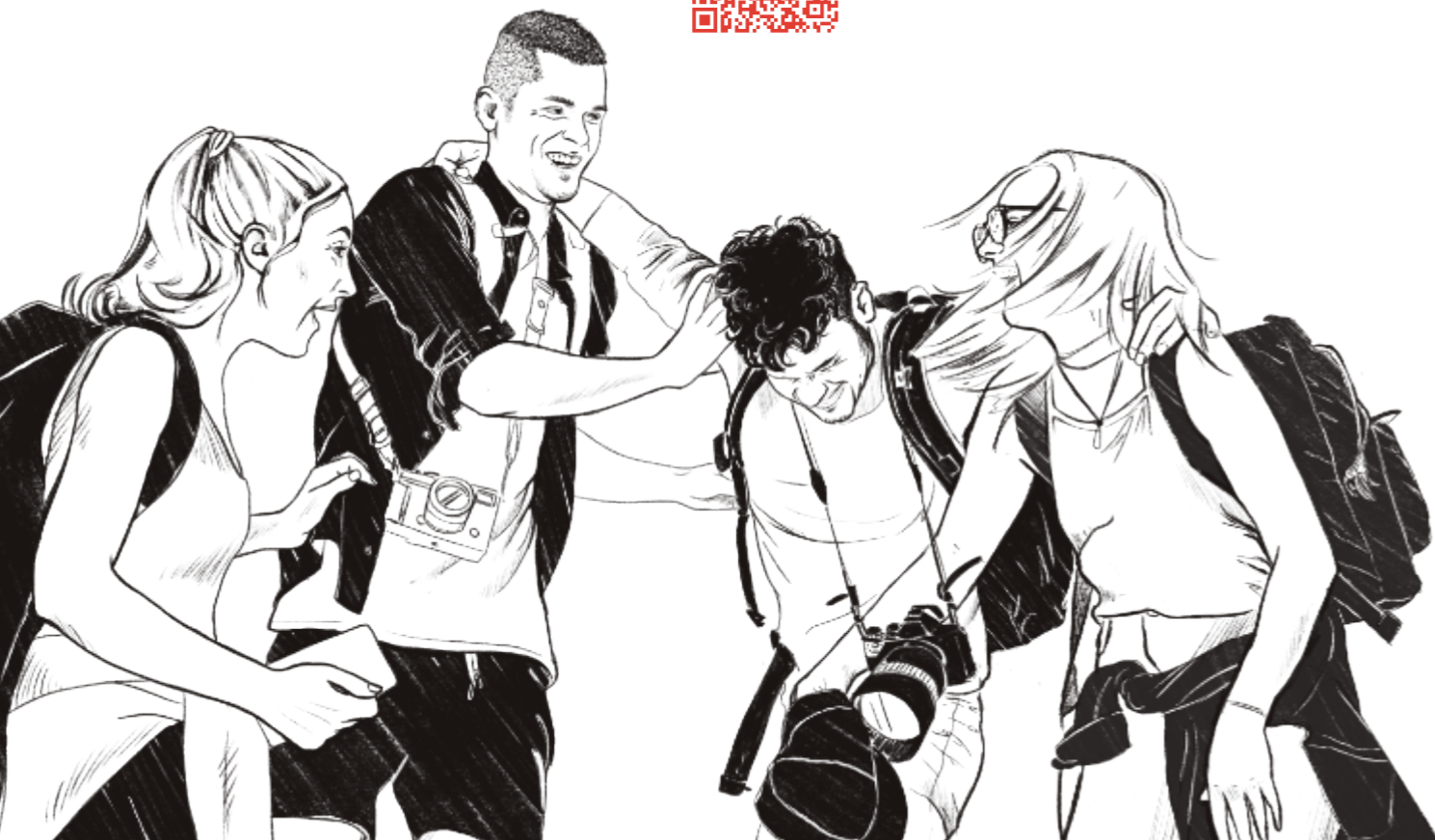
We need your help to spread the word! Let's work together to ensure we share and live by our values – while making a sustainable contribution for our region. To protect it, to care for and conserve it, and to spend our time together in a way that allows everyone to feel good.



COMMUNITY MEANS SHARING COMMON VALUES




**Get your free Community Card
and take advantage of the benefits!**

Sign up via our online form using this QR code or stop by the St. Anton am Arlberg tourist information office.



What are the benefits of joining the Friends of St. Anton Community?

The Friends of St. Anton community brings people together - regular visitors, regular workers and local residents. Check out all the options!

	 hey!friend	 hey! fan Community Card	 hey! legend Community Card
Digital platform Access to our Facebook group for ski get-togethers, exchange etc.	✓	✓	✓
Access to special events Guided tours "behind the scenes", courses/trainings, joint activities		✓	✓
"Wall of Legends" Immortalization on our "Wall of Legends"			✓

How do I join the Community?

BECOME A FRIEND

If you share our values, you're already a Friend after your first visit

BECOME A FAN

Regular worker
At the start of your 3rd season
Regular visitor
At the start of your 5th visit

BECOME A LEGEND

Regular worker
At the start of your 10th season
Regular visitor
At the start of your 20th season
Local residents
Your primary residence has been registered here for over three years



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