**107,126: A sea of Edelweiss blossom in Tyrol doubles the previous world record**

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| **It is now official: The Sennhütte in St. Anton am Arlberg is the new holder of the world record for the “Largest floral arrangement by number of blooms“. A fact that has been confirmed by an official judge from Guinness World Records™. The record previously held by Turkey has been almost doubled, with over 107,126 Arlberg edelweiss blooms.**  |
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| The edelweiss floral arrangement with which the Tirolean restaurant owners Markus and Tanja Senn have managed to garner a bona-fide “Guinness World Record™ title, consists of around 1,600 edelweiss shrubs, which they planted themselves. After a count by 40 independent enumerators, an incredible 107,126 blooms were recorded. A number that dethrones the previous record-holder in spectacular fashion. The Chamber of Florists and Spice Merchants in Ankara managed only a mere 53,643 blooms. The world record title for the “Largest floral arrangement by number of blooms“ is now officially held by the Sennhütte in St. Anton am Arlberg. “This is a very special day for our family. One doesn’t become a world record holder every day of the week. We have invested so much energy and love into our edelweiss floral arrangement. To receive such international recognition, as well as the many compliments from our guests, is lovely reward for our efforts”, was Tania Senn’s first response after receiving the award. Record easily brokenMany guests and eager spectators followed the record attempt whilst basking in summery temperatures on Saturday, 5th August. A mood of cheerful exuberance prevailed around the Sennhütte, which is picturesquely located above St. Anton am Arlberg at 1,500 metres above sea level. After only counting half the flowers it was already apparent that the record was going to be broken in spectacular fashion. Judge Lena Kuhlmann from the London Record-Institution of the Guinness World Records™ confirmed the results just after lunch with an official certificate.Natural wonders at 1,500 metres above sea levelSince 2008, the Senn Family have been looking after the “WunderWanderWeg - Wonder Hiking Trail“, a nature trail whose reputation extends far beyond the provincial borders. Thousands of plants and 350 species have been carefully cultivated here by restaurant owner and herbal specialist, Tanja Senn. The edelweiss floral arrangement alone, which now enjoys record-holding status, has demanded much attention from the Sennhütte proprietor. It takes around two days to weed the arrangement in early spring. It also requires constant attention during the summer months. As edelweiss cavalier, Markus Senn was initiator of this unique and flourishing success story. “My husband gave me 1,600 edelweiss shrubs. But I had to plant them all myself”, recalls Tanja Senn with a grin.Fivefold number of blooms in three yearsThe enterprising St. Anton restauranteur planted this blanket of edelweiss three years ago. The arrangement in the form of an edelweiss has flourished ever since. “We had around 20,000 blooms in the first year. We had a count last year, which amounted to around 80,000 blossoms. We are absolutely delighted that this unofficial count has now been more than confirmed with today’s number of 107,126”, commented the Sennhütte proprietors.Ideal location and worthwhile day trip destinationThe fact that this blossoming splendour was able to thrive so magnificently is thanks to its most favourable location. A perfect combination of altitude, humidity and solar radiation prevails at 1,500 metres above sea level, where the edelweiss plants next to the Sennhütte are cultivated. An edelweiss education trail is also part of the record-breaking edelweiss - which is also the official emblem of the Sennhütte. It is one of the many highlights along the ”Wonder Hiking Trail“. The path, which runs alongside the Sennhütte, is an attractive and informative round walk for nature lovers through exceptional alpine nature and diverse flora. And to make matters even better, it is absolutely free.For information on the Wonder Hiking Trail and Sennhütte, please visit [www.sennsationell.at](http://www.sennsationell.at)  |

Delighted with their world record: Markus and Tanja Senn (right) with Guinness World Records ™ Judge, Lena Kuhlmann (left).

Picture courtesy of: Sennhütte (copyright free)

The ideal altitude of 1,500 metres above sea level, in addition to the loving care they received, is one of the reasons the edelweiss flourish so magnificently at St. Anton’s Sennhütte.

Picture courtesy of: Sennhütte (copyright free)

107,126 blooms contributed to the world record for the edelweiss floral arrangement at the Sennhütte in St. Anton am Arlberg.

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Record holders, Tanja and Markus Senn, receive their official certificate from Guinness World Records ™ Judge, Lena Kuhlmann (right)

Picture courtesy of: Sennhütte (copyright free)

Tanja and Markus Senn have created a superb nature experience with their “Wonder Hiking Trail”. The record-breaking sea of flowers is one of the highlights.

Picture courtesy of: Sennhütte
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It took 40 independent enumerators many hours to record the 107,1216 flowers in the Sennhütte edelweiss arrangement.

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Delighted with their world record: Markus and Tanja Senn (2nd and 3rd on the right, front row ) with their industrious counters.

Picture courtesy of: Sennhütte (copyright free)

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