



A break for the whole family: a winter holiday in Serfaus-Fiss-Ladis

Genuine hospitality is paramount in Serfaus-Fiss-Ladis. The three mountain villages in Upper Inntal valley in Tyrol live by the motto "Where my heart is at home" and offer winter enthusiasts unrivalled experiences and activities on and off the slopes. The magnificent panorama, countless hours of sunshine and wonderful moments of enjoyment will fill your energy reserves in no time and guarantee a well-deserved break from everyday life. Alone, as a couple or with the whole family.

The people of the three Tyrolean mountain villages of Serfaus, Fiss and Ladis know what is important: hospitality, community and a belief in traditional values. Nowhere else in the Alps do genuine warmth, excellent holiday infrastructure and an affordable winter wonderland fit together so seamlessly. The ski resort manages to cater for all its visitors – whether young or old, adrenaline junkies or sun worshippers, nature lovers or pleasure seekers, families, couples or singles. The hosts in Serfaus-Fiss-Ladis welcome their guests with open arms and create a harmonious atmosphere in which everyone can relax and children can romp about. Up here on the sunny Tyrolean high plateau, hospitality is truly at home.

A winter paradise for adventures big and small

25 years ago, the two skiing areas Serfaus and Fiss-Ladis in the Upper Inntal valley in Tyrol joined together and now offer 214 kilometres of optimally prepared pistes at all difficulty levels on the sun-kissed high plateau. But that's not all. To the left and right of the ski slopes, an extensive range of active opportunities beckon, with snowshoe tours, cross-country ski trails and routes, natural toboggan runs and winter hiking trails at altitudes of between 1,200 and almost 3,000 metres.

The holiday region has made a special name for itself as a family skiing region with the slogan "We are family!" and has already received multiple awards for its family-friendly facilities. Two TOP ski and snowboard schools teach the youngsters skiing or snowboarding. In the *Kinderschneealm* und *Murmlipark* areas reserved only for them in Serfaus, as well as *Berta's Kinderland* in Fiss-Ladis, the children are playfully and lovingly introduced to skiing by ski instructors. Without the pressure to perform, with plenty of patience, and, most importantly, available in all the children's first languages. In addition, the two mascots Murmli and Berta accompany the small skiers, making them laugh on this or that adventure ski run and theme piste. "At the Ski Schools Serfaus and Fiss-Ladis, the youngsters already learn to ski from the age of three", says Martin Stark, the Head of the Ski School Fiss-Ladis. "But we also offer quite a bit more than that," he adds, smiling. And if the weather doesn't cooperate, the *PLAY^N Indoor Playground* in Serfaus has everything a child's heart desires, with climbing walls and towers, a bouldering room, a soft play area and a laser room.

Entertainment at any time of day or night

There's no doubt about it: families and all those looking for more action will find multiple opportunities for entertainment throughout the skiing area. These include playgrounds, theme pistes, toboggan runs and racing tracks. One real highlight is the *bewitched toboggan run* (Hexen-Rodelbahn), which runs parallel to the *Witches' Trail* (Hexenweg) for around four kilometres and promises plenty of fun for young and old. Thanks to the snowmaking facility, the natural toboggan is not only always bright white and perfectly groomed but is also festively lit up during the

evenings. In Serfaus you can also toboggan down to the valley on a four-kilometre run, which starts at the top station of the Komperdellbahn and ends at the bottom station. It features steep passages, well-secured bends and spectacular views of the valley. The *Schneisenfeger Family Coaster*, which whizzes down from the Alpkopf mountain to the Seealm Hög restaurant, reaching peak speeds of up to 40 km/h, guarantees tobogganing fun for the whole family. Older kids who want to get their adrenaline pumping let themselves be swung into steep heights with the *Skyswing* in Fiss, or fly over the mountains of Tyrol in the *Fisser Flieger*. On the *Serfauser Sauser* zipline, daredevils glide down to the valley on a steel cable at a height of 85 metres and a top speed of 65 kilometres per hour.

Tip: those who cannot get enough on the slopes during the day can enjoy nighttime skiing every Wednesday in Serfaus and every Tuesday in Fiss. Nighttime tobogganing also takes place in Serfaus every Wednesday and on Thursdays in Fiss.

Highlights on the piste

Meanwhile, freestylers can romp in six Fun Areas and freeriders can find around twelve off-piste routes. Ambitious skiers and snowboarders put their skills to the test on the *Frommesabfahrt* – which, at about ten kilometres, is one of the longest pistes in Austria. Those who like things edgy will plump for the *Pezid-Vertikal* or the *Direttissima* – which, with an average gradient of 70 percent, can be a real test of nerves. “One of my favourite ski slopes is the *12er Sportiv*, as it’s not only challenging but also wonderfully scenic,” explains Ski School Head Martin Stark.

After so much action, it’s well worth making a short stop on the new viewing platform near the summit cross, which offers a magnificent panoramic view of the surrounding mountains and peaks. On a clear day, you can even see as far as the Zugspitze (2,962 m) in Germany, the Ortler (3,905 m) in South Tyrol and the Wildspitze in North Tyrol (3,768 m). If you want to enjoy even more unique views, the Schönjochbahn top station in Fiss is the place to be. The newly opened barrier-free platform offers fantastic views of the surrounding peaks.

Feasting and savouring: everybody enjoys regional products

Speaking of Zirbenhütte: the snug mountain restaurant lies at the end of the *12er Sportiv* slope and attracts you with a big sun terrace, rustic ambience, and a first-class regional kitchen after a sporty day on the slopes. This restaurant is an architectural masterpiece built of Arolla pinewood. The enjoyment factor is increased still further by the high quality of the cuisine, because as Hut Manager Philipp Kaschutnig affirms: “As far as possible, we use only high-quality and regional products, such as eggs from local hens or the tender, aromatic meat of the Tyrolean Grey Calf.” No wonder the Grauviehpfandl (Grey Veal Pan) is one of his specialities and famed far beyond the skiing region.

Yet winter holidaymakers can enjoy culinary highlights with regional products throughout the skiing area. Best of all, even those who don’t do winter sports can reach many of these gourmet restaurants, mountain huts and high pastures by cable car, and enjoy their unique atmosphere in the midst of the mountains. Incidentally, the children doing skiing courses are also amply catered for – for example at the children’s restaurants Murmlirest and Starrest in Serfaus or at Berta’s Kinderplanet in Fiss-Ladis, where the young skiers not only get to eat healthy dishes with regional ingredients, but also learn how to swoop to a perfect stop under the guidance of their skiing teacher.

The new Tyrolean single malt whisky *Fissky Imperial* is also well known for its regional quality. Whisky experts describe it as slightly smoky and earthy yet fruity, and have already given it an award. It’s distilled from the original, native Fisser Imperial Barley (Fisser Imperial Gerste), a nearly forgotten grain which has only begun to be cultivated on the high plateau again in recent

years. In cooking, Fisser Imperial Barley is used for making traditional Fisser Barley Soup, among other dishes.

More than an after-ski respite

No less special is a stop at the *Crystal Cube* on the Zwölferkopf mountain in Fiss, a giant cube with completely mirrored walls that protrudes obliquely into the landscape near the Z1 panorama platform at the top station of the Almbahn cable car, at an altitude of 2,600 metres. There is seating room for up to eight people here (subject to prior reservation) and the location affords a magnificent panoramic view of the breathtaking mountain scenery. Various finger foods, oysters and champagne will make sure that you will not only see but also eat until you can no more. Which is perfect for newlyweds to clink glasses, as the Cube isn't just an exclusive mountain restaurant, but also one of the highest-situated registry offices in Europe.

Events in the snow

Serfaus-Fiss-Ladis is at last allowed to party a little again – which is welcome news to residents and guests alike. On the weekends from 8 to 10 and from 15 to 17 December, there's no better way to indulge in culinary and musical delights at select mountain restaurants than the *SnowArt Genussfestival*. Regional delicacies and local specialities will be served, conjuring up the local cuisine on everyone's plate. A wide range of live bands and individual artists provide the right rhythm. The sounds range from rock, pop, folk, blues, jazz and funk to pop songs.

Classic events include the *Adventure Night* in Serfaus every Wednesday with the spectacular, gloriously colourful "Reflection" performance. The feats of the Cirque du Soleil acrobats hold the spectators spellbound – as does the equally impressive ski show presented by the Ski School Serfaus.

At the *Nightflow* "The Eagle Returns" in Fiss, cool dancers, acrobats and daring stuntmen rock the brilliant ski jump, and the snowsport instructors from the Ski School Fiss-Ladis rock the Nightflow Arena. Following the premiere on 28 December, the *Nightflow* will take place every Tuesday.

Magic Ladis also offers visitors a richly varied evening programme with the thrilling "Fire and Ice" show, a figure skating display with a spectacular light and fire performance, which will take place on 1 February 2024 at the Lader castle pond. Those who like things a bit cosier can bring the evening to a close with mulled wine, punch and plenty of music amid the vibrant hustle and bustle of the Marktdorf, which takes place at the foot of mighty Laudeck castle every Thursday, as part of *Magic Ladis*.

More mountain experience: delighting in the evening ambience

Anyone who loves a tranquil mountain view at twilight but does not want to get out of bed early in the morning, opts for the *Sunset Dinner Masner* at the Monte Mare restaurant, which is situated 2,430 metres above sea level in the Masner area. And once the sun has set beautifully behind the peaks, and after an aperitif and a delicious dinner, the *Masner Express* shows up again. It brings the winter sports lovers on an exciting ride down through the ski area into the valley. Fun and enjoyment await guests at the *Toboggan Evening* and the *Kids Night* at the Sonnenburg Family Restaurant. Every Thursday, tobogganers of all ages can enjoy a floodlit night-run and children can try out various fun sports equipment on the slopes.

Relaxing on the slopes: canopied beach chairs in the snow

Those seeking to feel good and relax rather than marry can enjoy the view of snow-covered trees and mountain peaks from an ergonomic comfort lounger, a free-hanging basket, cosy wicker beach chairs or a comfortable hammock. "Throughout the skiing area, there are inviting "Feel-good Stops" ("Wohlfühlstationen") at the edge of the piste, where you can take a break from time to time," explains the ski school director. Why not simply pack some provisions and enjoy them while relaxing and catching some sun at one of these places of power? Yet the Feel-good Stops are just one part of the wide-ranging plan for providing enjoyment in the Serfaus-Fiss-Ladis skiing area. The day already begins in a completely relaxed way, without having to tote equipment or trudge in heavy ski boots, because there are spacious ski depots at the bottom stations of the three villages, where the winter sportsfolk can lock up all their skiing gear overnight, allowing them to comfortably stroll through the partially traffic-poor villages to the cable cars. In Serfaus, you do get a little more: here, the fully modernised, free village underground train – which is, incidentally, the world's smallest and highest-altitude air-cushion suspension underground railway – brings the guests all the way to the station called "Seilbahn".

Further press information and free photographic material is available on our press portal under www.hansmannpr.de/kunden/serfaus-fiss-ladis and www.serfaus-fiss-ladis.at/en/Service/Press.

About Serfaus-Fiss-Ladis

True to the motto "Where my heart is at home!", the Tyrolean holiday region of Serfaus-Fiss-Ladis offers varied and carefree winter holidays at the highest level. It is a feel-good place where all visitors can take some time out to relax and enjoy themselves carefree: whether alone, as a couple, or with the whole family. Because in Serfaus-Fiss-Ladis, the mountains have something to offer for everyone, young and old alike. The three historic mountain villages lie on a sunny high plateau above the Upper Inntal valley in Tyrol, surrounded by the distinctive mountain peaks of the Samnaun mountain range and the Ötztal Alps. The holiday region offers all visitors the ideal conditions for a unique winter holiday full of variety at between 1,200 and 2,828 meters above sea level: activities for winter sports enthusiasts. Variety for the whole family. Adventures for action heroes. Breath-taking panoramas for connoisseurs. Exceptional specialties for gourmets. You can find more information at www.serfaus-fiss-ladis.at/en.

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