



Holiday fun in the snow for the whole family

The sunny winter sports region Serfaus-Fiss-Ladis has a long tradition of family-friendly holidays. Because the claim "We are family!" is not just a marketing promise, but a living tradition. As early as the 1980s, the authorities here recognised the needs of families and developed a range of services built around guests' wishes – with success. Today, these mountain villages high above Tyrol's Inntal valley are the most family-friendly holiday region in the Alps.

Hey kids! Murmli the marmot and Berta the cow are here to make you feel right at home. For parents, these two jolly mascots of the region are the ideal companions for your little ones as you drop them off for a ski lesson – leaving you free to pursue your own interests on and off the piste. Be it skiing or snowboarding on over 200 kilometres of immaculate slopes, winter hiking or cross-country skiing – also this winter, the plateau offers countless opportunities to enjoy winter in all its wonderful facets.

Located on a high sunny plateau in the Upper Inntal valley in Tyrol, the three mountain villages of Serfaus, Fiss and Ladis have long been regarded as the most family-friendly holiday region in the Alps. And not just because of the long hours of sunshine and the generous number of pistes that are ideal for beginners as well as sporty adolescences and adults. Eva Stark is a sports scientist and head of the children's and beginners' courses at the Ski School Fiss-Ladis. For her the region's appeal as a holiday destination is not surprising. "We had many holiday apartments in the 1980s, where families in particular like to stay. The region recognised this target group early on and tailored their offer accordingly."

Learning to ski the fun way

This is just part of what makes the region so special as a winter holiday destination. Another is the way it caters to the youngest of skiers. Playgrounds, multimedia themed pistes and adventure runs introduce kids to the joys of skiing. Large areas such as the *Kinderschneealm* and the *Murmli*park in Serfaus, as well as *Berta's Kinderland* with *Berta's Kindervilla* at the Sonnenbahn Ladis-Fiss, are reserved for children and young learners. Young children can be left for a few hours in the capable hands of ski instructors. The two ski schools and kindergartens use internationally recognised teaching methods and innovations such as the Snow-V simulator. Many lifts have child-friendly entrances and there are special restaurants for ski school children. In the afternoon, age-appropriate entertainment programmes with dancing, Punch and Judy shows and other activities take place. "For the older ones, we tend to organise fun and activities, such as 'grill and chill'," says Eva Stark. "We are focusing on the future because the young skiers of today are the holidaymakers of tomorrow."

The feel-good factor

The resort is committed to providing visitors with the perfect all-round winter break – or rather, to giving them a new lease of life, like only a holiday in the snow can. The focus is on excellent service and an extensive programme of activities. Because after all, everyone shall feel comfortable and happy in Serfaus-Fiss-Ladis. Whether it's ski depots and sports shops at the bottom stations, traffic-calmed village centres or adrenaline-boosting attractions such as the *Schneisenfeger Family Coaster* all-year toboggan run, the dragon-like *Fisser Flieger* and the giant swing *Skyswing* or the flying fox attraction *Serfauser Sauser*, there's plenty to discover in a week of winter holidays. Even for family members who don't want to do downhill ski. They can enjoy

some cross-country tracks or winter hikes at a leisurely pace.

Special offers and great service

To keep costs down, Serfaus-Fiss-Ladis has developed a very flexible ski pass system for the whole family. Younger children ride free of charge and older ones get a discount. For grandparents there is a reduced senior ski pass. A special offer is the Young Family Ticket, which enables parents with children under the age of three to look after the kids or go skiing. 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. For more information on winter activities for kids, check out www.murmli-berta.at/en/. By the way, by clicking on "Action" or "Skiing", the little ones are navigated through the diverse holiday activities in a child-friendly way and can thus explore what awaits them in Serfaus-Fiss-Ladis long before they arrive.

Enjoyment down the line

Plenty of friendly "Helping Hands" are available throughout the resort to help younger skiers on and off the lifts or to help parents with buggies. The new Komperdellbahn, which will offer a new level of travelling comfort from December 2023, is suitable for pushchairs and barrier-free and slows down at stations for easier boarding and alighting. When it comes to mealtimes, the many mountain huts and excellent gourmet restaurants are ideal places for a family lunch. Take in the view of snow-covered Tyrolean mountain peaks from a sunny terrace while enjoying some regional gourmet food. There are even numerous places on the mountain where you can relax on a sun lounger with a glass of schnapps after a portion of bacon dumplings or the local Kaiserschmarren dessert. With more than 2,000 hours of sunshine per year, what better place to top up your winter tan?

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.

For further information:

Vanessa Lindner
Hansmann PR
Lipowskystraße 15
80336 Munich, Germany
Phone: +49(0)89/3605499-12
v.lindner@hansmannpr.de
www.hansmannpr.de

Alexandra Hangl
Serfaus-Fiss-Ladis Tourist Board
Gänsackerweg 2
6534 Serfaus-Fiss-Ladis, Austria
Phone: +43(0)5476/6239-72
a.hangl@serfaus-fiss-ladis.at
www.serfaus-fiss-ladis.at/en

Find us on:       

#serfausfissladis #serfaus #fiss #ladis #weilwirsgeniessen #wearefamily #winterlove