



Varied winter magic in Serfaus-Fiss-Ladis: experience the Tyrolean Alps away from the slopes

If you believe that a holiday in the snow has to be limited to the slopes, you have never been to the holiday region Serfaus-Fiss-Ladis. Because in the Upper Inntal valley in Tyrol, guests can have fun the way they want to with a colourful range of activities. Even away from the groomed slope. From romantic rides in a horse-drawn sleigh to snowshoeing and from sporty cross-country endeavors to moonlight tobogganing, there are many ways to enjoy the sunny plateau that cover the full range of winter sports.

Only the crunching of the snow under your skis can be heard. And sometimes a loud snort. Otherwise absolute silence accompanies the small group moving slowly towards Samnaun in nearby Switzerland on the Smugglers' Tour. Smugglers used to take this route in the hard years after the Second World War in order to sell goods in Switzerland and bring home coffee, tobacco, saccharin and nylon stockings and then sell them in Innsbruck. It was a dangerous undertaking because there was no hiding from the border police. Even today, the blinding white landscape is entirely treeless, but there are no such worries for ski tourers. All around, soaring peaks cast their spell over captivated ski tourers. A few sandwiches in your backpack are all you need to enjoy this fascinating historical route. Safely back in the valley, they swap memories over WhatsApp, Facebook, Instagram, YouTube and TikTok.

Spectacular winter scenery – even with a buggy

Whether snowshoe excursions, ski tours or winter hiking, the untouched terrain around the high sunny plateau of Serfaus-Fiss-Ladis offers numerous activities for winter sports fans. These include themed mountain tours and more than 100 kilometres of prepared winter hiking trails. Those who don't feel safe enough on their own can join the guided tours of the local ski schools and mountain guides.

For families with very young children, the winter hiking trail at Högsee and the *Panorama Enjoyment Trail* are both suitable for buggies. The latter leads from the Komperdell mid station in Serfaus to the Möseralm top station in Fiss without major inclines and offers breathtaking views of the Tyrolean Alps. On the way there are Feel-good Stops with loungers, hammocks and even beach chairs. If the whole route is too far for you, you can shorten it with the Sunliner or Waldbahn cable cars and return to the valley.

Ski tours on the edge of the piste

Experiencing nature up close is the order of the day in Serfaus-Fiss-Ladis. If you'd like to combine spectacular views and plenty of exercise in the open air, a piste ski tour in Serfaus-Fiss-Ladis is the perfect thing for you. A number of advertised tours lead safely through the mountain world of the holiday region and sometimes even up to magnificent peaks. That's the way to conquer mountains on skis!

Nordic winter fun

If you prefer cross-country skiing, there are 52 kilometres of prepared cross-country trails and routes around Serfaus-Fiss-Ladis. On the high-altitude trails at Komperdell and Hög in Serfaus, cross-country skiers can also enjoy a magnificent Alpine panorama. If you want to freshen up, the Take Off Snow & Fun Centre at the Komperdell mid station offers a Nordic Point, where cross-

country skiers have access to a shower and changing rooms. If you want to improve your cross-country skiing technique, contact one of the two local ski schools that offer courses. Equipment can be rented at the rental stations.

Adrenaline rush included

Serfaus-Fiss-Ladis also offers an exceptional sense of adventure. How about tobogganing or the *Schneisenfeger Family Coaster*, where you can race down into the valley at speeds of up to 40 kilometres per hour? Even more thrilling are the rides on the huge *Skyswing*, the flying fox attraction *Serfauser Sauser*, or the *Fisser Flieger*, the kite in which up to four people can float 47 metres above the ground.

Peaceful and romantic

The skating rink at the castle pond in Ladis is an altogether more convivial place, where as well as skating you can also try your hand at curling. For a more sedate and romantic experience, take a ride in a horse-drawn carriage to the sound of carriage bells, snugly tucked in as you glide through the winter landscape. The highlight is a stop in a rustic mountain hut, where Tyrolean specialities are served. Join in the fun on the ice rink at castle pond in Ladis, where ice skaters of all ages practise their pirouettes.

Gourmet delights

What is winter sport without culinary enjoyments? How about a charming lodge or sun terrace and Kaiserschmarren? Winter visitors to Serfaus-Fiss-Ladis can indulge in regional specialties and a rustic lodge atmosphere, all in a wonderful mountain landscape. Breakfast with Sparkling Wine, Luxury Lunch and High Tea at 2,600 metres in the *Crystal Cube*, experiencing the *Sunrise Hexensee* in one of the highest situated huts in the ski area, or *Sunset Dinner Masner* at the Monte Mare restaurant at 2,430 metres above sea level – gastronomes in the region spoils visitors in every way possible. The best part: visitors who don't ski or snowboard can also experience the unique ambience of the slopes, as many mountain restaurants and lodges are easily accessible with the ski lifts and a short walk, or with the *Masner Express* – a repurposed snow groomer. Tip for families: fun, excitement and enjoyment are guaranteed during the *Toboggan Evening* and the *Kids Night* at the Sonnenburg Family Restaurant. They are held every Thursday at *Berta's Kinderland* in Fiss – including a test of various fun sports equipment for the little ones to try out on the spot.

If you stop by the Skihütte Masner restaurant, take a look at the Schmugglerstube, or smugglers' bar, right next to the main entrance. On the walls are historical photos of young men in wool jackets, leather shoes and strap bindings on their skis. At that time they were the heroes of the local population and short texts explain their adventures. On their backs they carry heavy jute bags full of in-demand goods, which they brought over the border into the valley. Fortunately, today there are numerous lifts and gondolas that make ascent and descent much easier for winter visitors.

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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