



Historical flair meets modern amenities

Where the Romans once built a rest stop on the Via Claudia Augusta, winter holidaymakers today can enjoy a unique mix of history, local tradition, modern services and dynamic leisure activities. In the narrow streets of Serfaus, Fiss and Ladis, ancient traditions have been preserved and historical buildings take visitors back in time.

High above the Upper Inntal valley in Tyrol, the panorama from the sunny plateau around the mountain villages of Serfaus, Fiss and Ladis is simply breathtaking. Snow-covered Alpine meadows, rugged peaks and imposing mountain ranges stretch as far as the eye can see. No wonder the Romans built a rest stop in Ladis on the Via Claudia Augusta, the first real road across the Alps.

Today it is winter holidaymakers who flock to the Serfaus-Fiss-Ladis region. Whether it's the magnificent panorama of the Samnaun mountain range and Ötztal Alps, the wide range of services available in this extensive resort, or the many off-piste activities, in Serfaus-Fiss-Ladis skiers and mountain hikers of all abilities and styles will find themselves in their element. And best of all, despite the almost unlimited possibilities offered by this leading winter sports resort, each of the three villages has retained its own authentic character.

Serfaus – skiing for all the family

In the traffic-calmed mountain village of Serfaus, the walk to the cable cars or the shops becomes a relaxing and pleasant stroll which does not only make the 1,193 inhabitants happy but also the tourists. The same goes for a ride on the world's smallest and highest underground railway network. Floating on air cushions, it takes skiers and hikers free of charge to and from the cable car bottom station. Serfaus is also ideal for families, with the centrally located *Murmlj Park, Kinderschneealm* ski practice area and the two children's restaurants *Murmljrest* and *Starrest* at the *Komperdell*. Those interested in local culture should pay a visit to the *Campanile*, the 36 metre high church tower. With its 800 kilo *Löffler* bell dating from 1577, it stands on the site of a former Roman watchtower. The pilgrimage church "Unsere Lieben Frau im Walde", which is one of the oldest churches in the Tyrol, is also worth a visit. And to discover how religious practice has changed over the centuries, visit the local parish museum.

Fiss – laid-back charm and time-honoured traditions

The tranquil village of Fiss has 1,043 inhabitants and still exudes the old-world charm of a traditional Tyrolean village. In fact it was not until 1928 that Fiss got its own access road. Previously there was only a rough track for ox-drawn carts. The biggest attraction is the 600-year-old town centre with its narrow, winding streets and imposing traditional farmsteads. No wonder the old ways of life can still be found here. For the *Fisser Blochziehen* (Fiss Log Pulling) festival, men in traditional local dress draw a pine tree log, or *Bloch*, through the village. This Alpine carnival tradition was originally performed to expel the evil winter spirits and in 2011 was designated a UNESCO immaterial cultural heritage. The parade only takes place every four years and the next one will be on 25 January 2026. If you want to learn more about the local traditions, visit the local *s'Paules und s'Seppls Haus* Museum. Located in a stately courtyard with a large arched gate, tiny windows and elaborately decorated roof, it's a must-see for lovers of local history and culture.

Ladis – picturesque farmhouses and famous mineral water

With just over 541 inhabitants, Ladis is the smallest of the three towns. But with its flights of romantic steps, carved gable struts and historic baking ovens, it's bursting with local history. The villagers themselves have lovingly restored the centuries-old farmhouses with their impressive frescoes. Don't miss the wonderfully painted Rechelerhaus, which is one of the oldest secular buildings of the Upper Court. The Sauerbrunn spring, discovered by a shepherd in 1212, is one of the oldest mineral springs in the Tyrol. In the 16th century its water was even delivered to the imperial court of Maximilian in Innsbruck. Until the middle of the 20th century, aristocrats and wealthy citizens from Switzerland and Bavaria travelled to Ladis to take the curative mineral waters. Today guests and locals simply enjoy drinking it. Finally, enthroned on a mighty rock at the northeastern edge of the village, is the centuries-old Laudeck castle, which formerly served as the administrative seat of the Supreme Court.

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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