



## **Welcome to Serfaus-Fiss-Ladis!**

### **An unforgettable holiday in the heart of the Alps**

***Summer at last. Serfaus-Fiss-Ladis is finally opening its doors again. But that's not all: the three mountain villages in the Upper Inntal valley in Tyrol are also opening their hearts! Here, where the mountain peaks kiss the clouds, guests experience more than just a holiday – they experience a heartfelt invitation to a world where everyday life is full of friendliness and warmth. Whether on themed hiking paths, on trails, or while letting loose in the adventure parks – there's no time to get bored on the Tyrolean high plateau. Families, connoisseurs, and active holidaymakers alike appreciate the breathtaking panoramas, the countless hours of sunshine, and the many moments of fun. And above all, the genuine warmth of the people. Reason enough for Nikolas and Carolin to pack up with their children and travel to Serfaus-Fiss-Ladis. An unforgettable summer holiday is guaranteed.***

“Are we nearly there yet?” Lilli and Emil can't wait. Thanks to the Serfaus-Fiss-Ladis children's website, these two already know what's awaiting them when they arrive. But the decision as to what they want to do first is not that easy. Zip down into the valley like lightning with the *Fisser Flitzer*, rock back and forth over Högsee lake in a pedal boat, or even go on a treasure hunt? Their three-year-old sister Marie knows exactly what she wants to do: go to the petting zoo as soon as possible. All three love animals and are therefore particularly excited about the new *Wildlife trail* in Fiss. Speaking of new attractions: a real summer highlight is the *Water and Sand Play World*, an innovative adventure playground right by the Komperdellbahn bottom station in Serfaus. Located at the end of the idyllic *Holzkuugelweg trail*, it whisks families away into a realm of fantasy and shared experience. Maybe that's at the top of the list? At least for the children – because the parents want to put their skills to the test on the two newly created single trails, *Bifitrail* and *Leithetrail*.

#### **Adventure in the heart of the Alps**

The peaks of the Samnaun mountain range and the Ötztal Alps majestically tower over the idyllic high plateau of Serfaus-Fiss-Ladis. From 1,200 metres above sea level, Nikolas, Carolin, and their children will experience a more than just a summer of relaxation. Here, where the air is clear and the sky is bright blue thanks to 2,000 hours of sunshine a year, life offers a unique mix of warm hospitality, security, and plenty of variety. Largely to thank for this is the very well-developed infrastructure, especially in the low-traffic village of Serfaus with its innovative underground train which floats on air cushions. But that's not all: the diverse range of childcare facilities, activity programmes, and culinary hikes makes every moment a feast for the senses. A special highlight is the breakfast with sparkling wine in the *Crystal Cube*. The cube-shaped glass structure shines splendidly in the sunlight at 2,600 metres above sea level and its interior offers an inimitable combination of stunning views, culinary pleasure, and sustainability. Once you're up there, you'll see that Serfaus-Fiss-Ladis is the gateway to a world in which the spirit of time, mindfulness, and closeness to nature are celebrated in harmony.

#### **Gold dust in a hiking paradise**

The siblings are up and ready to get going, flinging the gate into nature wide open. Unique experiences in nature, combined with lots of exercise, are now on the agenda. They are really spoilt for choice. Lilli and her brother want to go straight to the *X-Trees forest rope course*, where



they can nimbly clamber over the Spider Net, balance across the Indiana-Jones-Bridge, and then flip daring somersaults on the Bungee Trampoline. To kick off their summer adventures, their parents choose the three via ferratas on the castle rock of Laudeck castle in Ladis – an adventure for the whole family on real rock. And if there is still time, they can improve their climbing skills on the *Rappenwand Family Climbing Crag* in Serfaus over the next few days.

After their high climbing experiences, the family glides seamlessly into the fairytale adventures of the famous Austrian children's and adolescent's author Thomas Brezina. He let his imagination run free in the holiday region and created a hiking paradise to encourage children to enjoy exploring nature on foot. Whether they choose the *Pirates' Trail*, the *Witches' Trail*, or the *Explorers' Trail* – each tour features exciting adventures and puzzles and motivates them to learn in a playful way. Lilli and Emil are looking forward to the *Golden Man Trail*, which starts at the *Children's Mine* on the Fisser Joch ridge and leads them into the world of gold miners.

### **Age-appropriate activities**

And what about little Marie? She is enjoying herself with children her own age at the kids' club. She really wants to know where the mascot Murmli, a marmot, lives and is therefore exploring the *Murmli Trail (Murmliweg)* with her family. The mascot Berta, a cow, on the other hand, awaits at the entrance gate of the *Fisser Gonde* nature adventure trail and points the way to a historic path leading through the protected forest with 25 interactive stations. Of course, Marie wants to go there, too! Tip: even a buggy won't stand in the way of getting out and about in nature. There are numerous themed trails suitable for buggies leading through the mountain landscape and the forests of the high plateau. Nikolas and Carolin have just realised that someone is missing for the perfect family holiday – their grandparents. Because they would not only enjoy the climate and the landscape here, but also gain a lot of new experiences with their grandchildren. There is no better place for a holiday for all the generations in the family. Then it's decided: next time, Grandma and Grandpa will definitely be coming too!

### **Variety in any weather**

And what if it rains? No problem for the three siblings – because they know that a bouldering hall with twelve different climbing walls and two climbing towers, a soft play area, and a Laser Room await them at the *Play<sup>IV</sup> Indoor Playground* in Serfaus. Or they can visit the *Indoor Arena Fiss* together. The Comfort Ski Depot at Schönjochbahn bottom station is transformed into a large indoor playground in summer: 18 lovingly designed mini golf courses and other play areas offer plenty of space for fun and excitement for children of all ages.

It's also worth taking a look at the *Murmli Club Serfaus* or the *Mini&Maxi Club Fiss-Ladis* weekly programmes – which are free for all SFL guests. Because parents need time for themselves too – maybe for biking? Mountain bikers appreciate the varied range of options on the sunny high plateau. While Nikolas heads off in search of action and lets off steam on the varied trails in the *Bikepark Serfaus-Fiss-Ladis* or on the numerous single trails in the region, Carolin is now cycling with the children on one of the many cycle paths. And if there is still time, Lilli and Emil can still take part in the Gämsen Camp for beginners at the *Serfaus-Fiss-Ladis Bike School* in the next few days.

Thanks to the "Super. Summer. Card.", which overnight guests receive at designated partner accommodations, Nikolas and Carolin benefit from numerous included services and discounts. Not only is the use of all cable cars and the hikers' bus for the family included, but they also receive discounts on many other activities, such as at the *Bikepark Serfaus-Fiss-Ladis*.



### **Mud fight time!**

There's no such thing as boredom in Serfaus-Fiss-Ladis. The *Hög Adventure Park*, for example, is all about alpine farming and forestry. Lilli and Emil master the skill course enthusiastically and explore the woodcutter playground, while Marie is captivated by the Bee House. Below the Komperdellbahn top station, everyone refreshes themselves in the *Serfaus Adventure World* with *Murmliwasser* and *Murmlli Rodeo*. Marie is thrilled. The huge area borders a mountain creek and features interactive stations such as sand play areas, water stairs, a rock labyrinth, and the Murmlli lighthouse, which invite the whole family to play fun, muddy games. There's never really been anything like that before. Nor anything like a breathtaking toboggan ride on the all-year toboggan run *Schneisenfeger Family Coaster*.

And the fun doesn't stop there. Lilli has informed herself in advance and knows about the mystical *Wode Park* with the *Wode bath* and *Wode tower* near Ladis. There, the whole family can immerse themselves not only in a mysterious story about the giant Wode, but also in an adventure park with wonderful flora and fauna. The parents fancy another adrenaline rush and whizz through the Tyrolean mountains with the *Serfauser Sauser* Flying Fox attraction. Their children watch them with wide eyes and hope they will soon be big enough to prove their bravery as well. For example, at the *Summer Fun Park Fiss* on the 13-metre-high jump tower with a huge air cushion, on the *Skyswing* mega swing, on the *Fisser Flieger* giant kite, or on the 2.2-kilometre-long summer toboggan run *Fisser Flitzer*. There are plenty of possibilities!

### **Culinary delights at lofty heights**

High above the three mountain villages, where everyday life seems only a distant memory, Nikolas and Carolin are now in one of the numerous Feel-good Stops enjoying the breathtaking panorama. The sun terraces of the mountain restaurants become their culinary retreats, where they refuel with regional delicacies. The children prefer to eat Kaiserschmarrn, made with "*Fisser Goggald*", i.e. eggs from Fiss. The parents toast this family joy with the unique Tyrolean single malt whisky *Fissky Imperial*, which is distilled from the ancient barley "*Fisser Imperial Gerste*", fresh spring water, and peat from the Piller Moor. Its unmistakable taste becomes a distilled holiday vibe: it reflects the pure essence of the Alps. And best of all: the cable cars support the local farmers, pay fair prices for fresh ingredients, and rely on short delivery routes. These moments of indulgence are the reflection of an established community, where every move helps maintain the quality and freshness to make guests feel at home.

### **Top events for great entertainment**

While the children end the day playfully, Nikolas and Carolin prepare for the evening hours. This is when the three mountain villages show their merry, sociable side. During the *Lange Nacht* in Serfaus, street musicians and jesters liven up the village centre, while guests can indulge in local specialities and products straight from the farmer. The *Erlebnisabend Fiss* is a haven for thrill-seekers. Exciting attractions such as the *Fisser Flieger*, the *Skyswing*, and the *Fisser Flitzer* get everyone's hearts racing. And the Möseralm mountain restaurant tempts guests with culinary delicacies. Nikolas and Carolin take their children to the Muiren, the green hill on the eastern edge of Serfaus, where the culinary cultural event *Muira Huangart* takes place. Handicrafts, local specialties and a good time are the focus here. The *s'Fest am Brunnen* in Fiss is just as quaint and traditional. At this festival dedicated to all things "Tyrolean" and "Culinary", young and old alike enjoy both the evening atmosphere and Tyrolean tradition at the village fountain, with the Fiss traditional dance group and the Fiss brass band. Lilli, Emil, and Marie also enjoy this event, because they can let off steam to their hearts' content on Berta's bouncy castle and at the *Mini&Maxi Club*. The *Magic Ladis – Water Show* and the *s'Fest im Dorf* in Ladis are like a dream



come true for all five. The new water show at the Lader castle pond enchants them with water, lights, and music. And the *s'Fest im Dorf* takes place in the village centre, among the listed and frescoed buildings at the foot of Laudeck castle. In this picturesque setting, where every moment and every aroma are deeply rooted in the culture of the region, the whole family can experience how nature, tradition, and hospitality are interwoven into an unforgettable experience. Another highlight is *MOUNDS – The music festival for the whole family* from 14 to 19 July 2024. Daily workshops and rousing concerts promise entertainment at the highest level again this year. You can find more information at [www.mounds.at](http://www.mounds.at) and information on all events at [www.serfaus-fiss-ladis.at/en/News-Events/Event-schedule](http://www.serfaus-fiss-ladis.at/en/News-Events/Event-schedule).

### **Feel at home**

At some point, every day has to come to an end, and as the dusk plunges the mountains of Serfaus-Fiss-Ladis into gentle evening light, Nikolas, Carolin, and their children make their way to their cosy accommodation. They have chosen a charming holiday home that combines alpine warmth with modern comfort. The choice of accommodation options in the region is impressive, ranging from homely inns to comfortable holiday apartments to luxurious four- and five-star hotels. There is something to suit every family, couple, and adventurer, including specially certified accommodation for cyclists and mountain bikers. So every guest in Serfaus-Fiss-Ladis is guaranteed to feel at home, surrounded by the warm hospitality that makes this region so special.

Further press information and free photographic material is available on our press portal at [www.hansmannpr.de/kunden/serfaus-fiss-ladis](http://www.hansmannpr.de/kunden/serfaus-fiss-ladis) and [www.serfaus-fiss-ladis.at/en/Service/Press](http://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 summer 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 summer holiday full of variety at between 1,200 and 3,000 meters above sea level: activities for summer 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](http://www.serfaus-fiss-ladis.at/en).



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