



## **For a future fit for our grandchildren!**

***We do not have a plan(et) B. That is why we have to protect, conserve, and save our environment and ourselves. In everyday life, but also on holiday. Under the motto "TOGETHER. AWARE. FOR GENERATIONS", the three mountain villages of Serfaus, Fiss, and Ladis in the Upper Inntal valley in Tyrol are demonstrating a mindful, aware path of tourist development and taking responsibility for our environment and future.***

The sustainability strategy of the Serfaus-Fiss-Ladis region focuses on mobility in particular. This includes environmentally friendly travel, however the location of the mountain villages makes this difficult – especially getting there by train. The nearest train station is in Landeck-Zams, 25 kilometres and 400 to 600 metres in altitude away. The region is aware of this, which is why numerous ideas have been developed to improve the last mile, and work is in full swing to find a solution for an environmentally friendly way to travel to the villages. Mobility on site is also being continuously developed. Great strides have already been made: once you have arrived in one of the three mountain villages, you can leave your car parked without any worries. This is because Serfaus-Fiss-Ladis is a pioneer in the Alpine region when it comes to the mobility transition – and has been for 40 years. On 14 December 1985, it was neither a delayed Saint Nicholas nor the premature Baby Jesus who came to Serfaus, but the first village underground in the world. It connects the car park in the east of the village with the cable car bottom station in the west. And it was a real global sensation 40 years ago. The likely smallest, highest-located underground train floating on air cushions in the world has been shining in new splendour for the last five years.

### **Future-proof, together. With cable cars, hikers' buses – and the underground**

The mobility transition is taking place not only underground, but also above ground. As mentioned, hardly anyone needs a car to get from A to B in Serfaus-Fiss-Ladis. Hiking or biking trails are easy to get to. And within the three villages, of course, you can get around on foot. In addition, two electric hikers' buses operate between Serfaus, Fiss, and Ladis, running back and forth between the three villages all day. The environmentally friendly commute starts in mid-June. At peak times in midsummer, an additional bus runs. Tip: in order to keep traffic low in the three villages, holidaymakers and locals commute during the day with the extremely well-developed cable car network. This unique "gondola hopping" starts in mid-June and ends late in golden October. And as befits a region dedicated to a future fit for our grandchildren, the cable cars in Serfaus, Fiss, and Ladis obviously run on green electricity.

### **It costs (almost) nothing and contributes to the mobility transition: the "Super. Summer. Card."**

Let's be honest: protecting the environment only works if it is affordable. That's why all SFL guests have access to the Serfaus Underground, hikers' buses, children's entertainment at the two kids' clubs, and guided hikes free of charge. The "Super. Summer. Card.", which overnight guests of designated partner companies can get for a small fee, also includes the use of all cable cars. If you want to check whether Serfaus-Fiss-Ladis lives up to its reputation as a world-class mountain bike destination, the "Super. Summer. Card." also offers discounts at the *bike park* and the single trails. Smart holidaymakers bring their own bikes (or rent them from local sports shops) and cruise through the villages in leisurely style. On the subject of renting: you can also hire e-scooters in Serfaus.



### **You are what you eat (and drink): mindfulness when it comes to food as well**

An old saying about holidays goes: if you hike well, you should also eat and drink well. Mindfulness towards your environment and towards yourself go hand in hand. What could make more sense than combining hiking and culinary delights in a natural way? You can do that in Serfaus-Fiss-Ladis: on the *Culinary Hike*, you can make many delicious pit stops along the way. You can go gourmet hopping on foot, by bike, and/or by gondola. Speaking of gondolas: the cable car companies and farming families work together in Serfaus, Fiss, and Ladis, for example, on fencing off the alpine pastures and grazing areas, which serve as ski slopes in winter. They share the regional natural resources of the cultural landscape – so tourism and agriculture operate in harmony and strengthen each other. The same applies to restaurants and mountain huts: together, they are stronger! The topic of regionality and the conscious handling of food is also becoming increasingly important. Serfaus-Fiss-Ladis has always lived by this principle. For holidaymakers, it is most evident in the lovingly arranged farm shops, as well as on the menus of many mountain huts, restaurants, and other catering establishments. Enjoy your meal!

For further information about the holiday region Serfaus-Fiss-Ladis head to [www.serfaus-fiss-ladis.at/en](http://www.serfaus-fiss-ladis.at/en).

Further press information and free photographic material is available on our press portal under [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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