



Moments that last: the winter fairy tale of Serfaus-Fiss-Ladis

On the idyllic Serfaus-Fiss-Ladis high plateau, nestled amid the majestic peaks of the Tyrolean Alps, a true winter paradise awaits families, active holidaymakers, and connoisseurs. The three mountain villages are perched on a sun terrace starting at 1,200 metres above sea level and are ideal starting points for 214 kilometres of beautifully groomed slopes and numerous adventures in the snow. Far away from everyday life, guests can focus on the important things in life: unforgettable moments full of warmth with their loved ones. All amid a breathtaking landscape. Whether on or off the slopes, at the SnowArt Genussfestival, in the Crystal Cube, or at Sunrise Hexensee – the time spent together and the wonderful experiences bond them like invisible glue.

When the first rays of sunshine kiss the snowy mountain peaks, the winter world of Serfaus-Fiss-Ladis comes to life. Early risers who want to experience the magical moment of sunrise at *Sunrise Hexensee* are the lucky first ones to whiz down the slopes on their own. Joyful children's laughter echoes throughout the day from the *Kinderschneealm*, *Murmli Park*, and *Berta's Kinderland*. The budding young skiers play with the mascots Murmli and Berta and can't wait to have a go at their first turns in the snow.

Memories for life

For Anna, Michael, and their children Lisa and Tom, a winter holiday is just beginning that promises much more than simply skiing and snow. It is the beginning of moments they will remember for a lifetime. Anna remembers standing in the mountains as a child herself, with bright eyes and red cheeks, ready to whiz down the slopes. She is now experiencing these magical moments, which she still vividly remembers, again with her children. She can't wait to explore the many facets of this beautiful region with her family. And this is easily possible due to the numerous lifts and the Serfaus Underground through the village, the smallest and highest-altitude underground in the world that floats on air cushions – the family can go without their car for the whole trip.

A winter paradise for the whole family

Wherever you look around Serfaus-Fiss-Ladis, the sun makes the glittering snow crystals sparkle almost every day. Of course, that includes the 214 kilometres of flawless slopes, which offer the ideal conditions for beginners and professionals alike at altitudes between 1,200 and 2,828 metres. The region is a true Eldorado for families: away from the slopes, more than 100 kilometres of groomed winter hiking trails and themed trails are waiting to be discovered. On top of this are snowshoe tours and cross-country skiing trails, Fun Areas, freeride routes, slope ski tours, and ski touring opportunities. Everyone is guaranteed to have a lot of fun on the two four-kilometre-long toboggan runs at any time of day. A highlight for young and old alike is a ride on the *Masner Express*, a converted snowcat.

Culinary delight at any height

The culinary highlights likewise leave nothing to be desired for Anna and Michael. To start the day off, they treat themselves to a breakfast with sparkling wine in the *Crystal Cube* at 2,600 metres above sea level, while Lisa and Tom practice their first turns on the *Kinderschneealm* and



make friends with the mascot Mürmli. The romantic *Sunset Dinner Masner* at the Monte Mare restaurant is also an experience not to be missed. After all, when in their everyday lives do the two of them have time to catch the last rays of the day's sunshine and eat in peace? Now they have the chance to make up for it. The best time to do it is on Thursday evening, because that's when *Kids Night* takes place at *Berta's Kinderland*. In short: whether you end the day in style at *Magic Ladis* at the Lader castle pond, have a go at night skiing and tobogganing, or enjoy spectacular evening shows such as the *Adventure Night* in Serfaus and the *Nightflow* in Fiss – the evenings in Serfaus-Fiss-Ladis are just as magical as the days.

A winter packed with highlights

One thing is clear to Anna from the start: a winter holiday in Serfaus-Fiss-Ladis is a treasure trove of unforgettable experiences for the whole family. And to make it even better, they came especially for the *SnowArt Genussfestival*, which combines the beauty of nature in winter with music and culinary specialties. Throughout the holiday, the cordial hospitality of the locals warms them like a blazing hearth fire in the midst of the winter splendour. It creates a cosy atmosphere and ensures a homelike setting for unforgettable experiences. The motto "Moments that last!" is not just a slogan, but a lived reality.

Further press information and free photographic material is available on our press portal at www.hansmannpr.de/kunden/serfaus-fiss-ladis and www.serfaus-fiss-ladis.at/en/Service/Press.

About Serfaus-Fiss-Ladis

True to the motto "Moments that last!", 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 metres 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. A holiday that will live long in the memory! 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

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