



A winter wonderland for the whole family

Calling all children, parents, and grandparents! In Serfaus-Fiss-Ladis, winter sports enthusiasts of all ages are in for a treat. As the ultimate family destination in the Alps, these three sun-drenched mountain villages above the Upper Inntal valley in Tyrol offer everything your heart could desire. From attentive childcare, to your first few turns in the glistening snow, to thrilling off-piste adventures – there's simply no room for boredom here. A particularly exciting highlight is the new Berta's Familycross boardercross course, which will delight young snow sports lovers. Unforgettable experiences are guaranteed – but above all, moments that the whole family will remember for years to come.

What a feeling! The snow crunches enticingly under their boots as the family of four takes their first steps out of the gondola. The children's eyes light up in amazement, full of anticipation for the adventure ahead. In front of them, the vast Serfaus-Fiss-Ladis ski resort stretches out for miles, the snow-capped peaks towering majestically against the bright blue sky. Determined and full of anticipation, the little ones trudge towards the children's snow areas. They are almost magically attracted by the colourful figures and fun obstacles. Nothing can restrain them now, and they run off shouting with glee. The parents take a moment to breathe in the crisp mountain air and soak in the view. They know this holiday in Serfaus-Fiss-Ladis will be an unforgettable adventure, packed with moments they will remember for years to come.

Where little stars make it big

Winter is just around the corner, when Serfaus-Fiss-Ladis transforms into a magical snow paradise for children, a winter wonderland that turns into the biggest and most exciting playground they could dream of. Absolutely fantastic: A whole 125,000 square metres of snow – from the *Kinderschneealm* and the *Murmli Park* in Serfaus to *Berta's Kinderland* including *Berta's Kindervilla* in Fiss-Ladis – are reserved just for the youngest guests. Here, kids can learn to ski and snowboard in an exciting and above all playful way. The mascots, Murmli the marmot and Berta the cow, help make their first turns in the snow a real breeze. Thanks to two ski schools with innovative approaches, excellent teaching methods such as the "Snow-V" ski simulator, and child-friendly lifts, winter fun is guaranteed even for beginners. After a few thrilling hours on the slopes, the budding pros are already looking forward to lunch at one of the children's restaurants – the *Murmlirest*, *Starrest*, or *Berta's Kinderplanet*, followed by an afternoon programme packed with age-appropriate activities, such as dance lessons, painting competitions, or puppet theatre. For the older ones, there are cooler options such as "Grill and Chill". In Serfaus-Fiss-Ladis, the options grow with you to ensure that today's young guests become tomorrow's returning holidaymakers.

From thrilling heights to culinary delights

While the children are off on their own adventures, the parents immerse themselves in the region's almost limitless diversity. They leave tracks across the 214 kilometres of slopes, discover hidden winter hiking trails through snow-covered landscapes, and treat themselves to a well-deserved break at one of the quaint mountain restaurants and huts. The coffee here tastes heavenly, the Kaiserschmarren dessert is irresistible, and the views – simply priceless. In addition, numerous Feel-good Stops on the mountain with ergonomic loungers, hammocks, lounge furniture, and roofed wicker beach chairs provide the perfect spot to relax and soak up the sun and the stunning views after a portion of Speckknödel (bacon dumplings) and a shot of pine



schnapps. Because one thing is for certain: with over 2,000 hours of sunshine per year, the region is also the ideal place to top up that winter tan.

An all-inclusive winter experience

But there's much more to the three Tyrolean mountain villages than just slopes and scenic views: the holiday region offers a perfect all-round experience, leaving you feeling more alive than ever and adding a whole new level of enjoyment to your winter holiday. Excellent service and a comprehensive programme of activities ensure that everyone feels at right home. But that's not all: everyone will also get their money's worth even off the slopes. Well-groomed cross-country trails and winter hiking trails, where even prams can be pushed effortlessly, will tempt you out for wonderful long trips. The modern network of facilities, the unique Serfaus Underground, convenient ski depots, and sports shops at the bottom stations ensure you can enjoy your recreation stress-free. And if you fancy something truly special? In that case, bright-eyed adventurers of all ages will be drawn to the adrenaline-pumping attractions such as the flying fox attraction *Serfauser Sauser*, the dragon-like *Fisser Flieger*, and the giant swing *Skyswing*.

A unique triad

Ultimately, it is the perfect balance between adventure and the tranquillity of the snowy winter landscape that makes Serfaus-Fiss-Ladis so unique. The triad of exercise in breathtaking mountain scenery, exhilarating thrills, and serene enjoyment of nature creates unforgettable experiences for the whole family. And if the weather doesn't play along, the fun just carries on inside: the *PLAY^{IV} Indoor Playground* guarantees radiant faces all round with its climbing walls, bouldering areas, and a laser room – whether the snowflakes are dancing outside or the sun is smiling down. This makes every day an experience that brings the family even closer together. Tip: The flexible ski pass system in Serfaus-Fiss-Ladis is designed with families in mind: the youngest kids ski for free, older children enjoy age-related discounts, and there is also a reduced senior rate for grandparents. A special highlight is the young family ticket, which lets parents of toddlers under the age of three take turns skiing and looking after the kids. For more information on the winter activities for children, visit the children's website www.murml-berta.at/en, where the little ones can get excited for their adventure in advance.

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.



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