



## **Pure spring fever: enjoyment and skiing in Serfaus-Fiss-Ladis**

***The best is saved for last! From 15 March to 21 April 2025, it'll be time for the Sensation Weeks Special 2025 in Serfaus-Fiss-Ladis. The three mountain villages above the Upper Inntal valley in Tyrol will be celebrating a unique combination of spring sunshine, recreational skiing, and culinary delights. True to the motto "Weil wir's genießen!"***

In theory, emotion is chemistry, pure and simple. The body releases more of the happiness hormone serotonin, as well as oestrogen and testosterone, as the light intensity increases. But let's be honest: these feelings that irresistibly sweep you away in spring are so much more than just chemistry. You suddenly feel much more exhilarated, euphoric, and positive about life than in the cold, dark winter. This phenomenon has a name: spring fever! In the morning, you are woken up by birds singing in the garden once more. The sun is now so strong that it not only warms people's faces, but also their hearts. Spring is the emotional re-start to life. And what better way to achieve this than with a holiday? Whether for a whole week or just a few days – the main thing is to get out in the fresh air! Preferably in the mountains. And preferably where spring is really celebrated – as it is during the unique *Sensation Weeks Special 2025* in Serfaus-Fiss-Ladis.

### **Spring skiing: the (ski) days are finally getting longer again**

The three villages of Serfaus, Fiss, and Ladis have a place in the sun. And it shines from 6.30am to 6.30pm in March – three and a half hours longer than at the winter solstice. The sun terrace above the Upper Inntal valley in Tyrol gets around 2,000 hours of sunshine a year. And the sun is so strong in spring that the wintery office pallor turns into a healthy winter sports complexion. In addition to the increasingly strong sun, snow is the second main ingredient for a perfect spring ski week! Up here, at 1,200 to 2,828 metres above sea level, there is still more than enough snow even in April. And the later in the season, the more compact the snow – a dazzling white dreamland for recreational skiers. In Serfaus, Fiss and Ladis until 21 April: ski, snowboard and toboggan well!

### **Serfaus-Fiss-Ladis' spring motto: "Weil wir's genießen!"**

Temperatures are rising, ski pass prices are falling. For example, during the "Sun & Snow Week" from 15 March to 4 April, adults staying for three days pay only €45.50 for a day ticket, and during the Easter weeks from 5 April to 21 April, they pay €48. For children, a day ticket costs just €31! That's sure to warm the hearts of the whole family. If you want to book a ski course during your skiing holiday (four days or longer), you can get a 10 percent discount between 16 March and 21 April. The ski schools' motto: "Easy Skiing". Spring is also always the time of year to test the next season's skis. On Tuesdays on the Alpkopf and Wednesdays on the Schönjoch during the "Happy Days" in the *Sensation Weeks*, you can do this free of charge! At the Take Off – Snow & Fun Center at the Komperdellbahn top station, there are even more testing opportunities: snowboards on Mondays, skis on Tuesdays, fun sport equipment on Wednesdays, snow bikes on Thursdays, and toboggans on Fridays. This turns enjoyment into a real thrill – and vice versa.



### **Irresistible culinary delights**

On the Sensation Weekends in spring, musical acts ensure a great atmosphere in the ski area. At many mountain restaurants, you can soak up the sun and refuel while listening to live music. And why always just go to the slopes? Why not go on a *Culinary Hike* from gourmet station to gourmet station? On skis or on foot. And in the evening, try *Fissky Imperial*, the whisky made from *Fisser Imperial Barley*? Indulge in even more moments of enjoyment at the free "Biergenuss 2100" beer tasting on 20 March from 11.30am to 3pm, with beers from Stieglgut Wildshut, and at "Weingenuss 2100", with innovative creations from renowned winegrowers on 27 March, both at the Zirbenhütte.

Springtime is a time to savour. But also a time for adventure. Holidaymakers with a guest card can, for example, enjoy the impressive events *Adventure Night* in Serfaus and *Nightflow* in Fiss at half price. Bottom line: after you've done skiing in spring once, you'll do it again and again. Then the happiness hormone serotonin will flow through your veins and you'll feel like you could embrace the world. Because one thing is crystal clear: spring fever is so much more than just chemistry!

Detailed information on the *Sensation Weeks Special 2025* can be found at [www.serfaus-fiss-ladis.at/en/Winter-holiday/Sensation-Weeks](http://www.serfaus-fiss-ladis.at/en/Winter-holiday/Sensation-Weeks).

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 "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](http://www.serfaus-fiss-ladis.at/en).



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