



Serfaus-Fiss-Ladis: Tyrolean winter freshness at its finest

On the sunny high plateau above the Upper Inntal valley in Tyrol, Serfaus-Fiss-Ladis awaits like a perfectly wrapped winter parcel. Here, active and quality-conscious holidaymakers in their prime will discover three mountain villages packed with opportunities for adventure. Together they form one of the largest ski resorts in Tyrol, as well as offering unexpected moments of pleasure and warm hospitality off-piste. On top of that, there are plenty of wellness facilities so you can enjoy all aspects of winter.

When the white mountain peaks glisten in the sun and the snow crunches underfoot, winter has truly taken hold. For many, this is the best time of the year. And where can you truly experience this season? In Serfaus, Fiss, and Ladis, of course. The three mountain villages 90 kilometres west of Innsbruck combine alpine expanses with unmistakable Tyrolean charm. Winter holidaymakers over 50 will appreciate not only the 214 kilometres of perfectly groomed pistes and the cosy mountain restaurants and huts with their sun terraces, but the overall experience. On and off the slopes, a wide range of options await, from athletic highlights to relaxed, feel-good moments and culinary delights. Ideal for experienced active holidaymakers who value quality, comfort, service, and experiences.

So close to heaven

In Serfaus-Fiss-Ladis, winter feels like executing a perfect turn on freshly groomed snow – effortless, clear, and full of energy. At altitudes between 1,200 and 2,828 metres, you are guaranteed not only snow, but also breathtaking views. The unique Serfaus Underground offers guests a relaxed way to get to the village centre and the cable cars – without all the traffic jams, stress, and trying to find a parking space. The various ski depots in all three villages offer even more convenience. So you can enjoy a carefree winter holiday!

Genuine experiences at any time of day

Serfaus-Fiss-Ladis is the ideal place for anyone looking for genuine experiences and active recreation, not just passive relaxation. The pistes and mountain huts in the ski resort also welcome (re)beginners, pleasure skiers and sun worshippers. Whether skiing or snowboarding on the piste, freeriding in secured areas or piste ski tours with exercise in the fresh air and a unique panorama – there's the perfect option here for every winter guest. If you don't want to go off on your own or want to improve your skills, book a snow sports instructor or guide at one of the two ski schools. And while some treat themselves to an extra hour's sleep, early risers get to experience something very special: at *Sunrise Hexensee*, the rising sun over the peaks bathes the panorama in all its splendour and makes for an unforgettable start to the day.

Feel good with fun winter activities

If you can't or don't want to go skiing or snowboarding, there are more winter activities around the three mountain villages than you can fit into a single holiday: for example, how about cross-country skiing on 52 kilometres of groomed trails and routes or winter hiking on the *Almpromenade Trail* at 2,000 metres above sea level or on the *Panorama Enjoyment Trail*? Looking for an idyllic, unspoilt spot? Then head off across country on snowshoes through the wonderful winter wonderland. There are also other fun winter activities with a charm all of their own – from a romantic ride in a horse-drawn carriage to a tour through the snow-covered mountains in the *Masner Express*, a converted snow groomer. Even after the sun goes down, the



fun is far from over: for an unforgettable night, check out the exhilarating toboggan rides on the *Serfaus toboggan run* or the *bewitched toboggan run* in Fiss, which are floodlit one evening a week. And if you want to take a break and enjoy the tranquillity of nature and the region's magnificent views, there are numerous Feel-good Stops where you can enjoy a relaxing break on ergonomic loungers, hammocks, lounge furniture, or beach chairs.

Culinary delight at any height

In Serfaus-Fiss-Ladis, enjoyment is in the detail and has a special ring to it here. Concentrating on the here and now and finding joy in the little things – this is exactly what active holidaymakers over 50 want. The hut innkeepers and chefs know this, and focus on the special mix of activity, tranquillity, and Alpine cuisine that blends tradition and sophistication. From the savoury barley soup made from "Fisser Imperial Gerste" to Kaiserschmarren dessert – they prepare regional delicacies with dedication in the mountain huts and restaurants. On the sun terraces, surrounded by the magnificent mountain landscape and fresh air, happiness flows naturally. Pure relaxation. What more could you want? Perhaps to finish off, a glass of the local whiskey *Fissky Imperial*, which perfectly captures the aroma of the Tyrolean mountains.

From 15 March to 21 April 2025, the *Sensation Weeks Special 2025* will make the feel-good moments last even longer with sunny days of skiing and cheaper lift prices: the region will be turned into a stage for unforgettable winter days thanks to numerous offers and discounts during the "Sun & Snow Week", attractive benefits in the participating sports shops during the "Happy Days", and the "Easy Skiing" campaign, which allows returning skiers and connoisseurs to experience skiing and/or snowboarding anew with discounted ski passes and informal courses. Highlights such as the *Sunset Dinner Masner*, where guests savour the sunset over a multi-course dinner, or a Luxury Lunch in the *Crystal Cube* – a glittering glass cube at 2,600 metres above sea level with a unique panoramic view – complete the sensory delights.

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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