Feast, Indulge and Enjoy

Whether a champagne breakfast above the clouds, hearty Tyrolean delicacies on the high Alpine pasture or dozing in the sun – in the Serfaus-Fiss-Ladis holiday region, guests can have a holiday to delight all the senses.

The architecture alone is a feast for the eyes. The cube glitters, reflects and looks rather futuristic. A work of art? Not really, because inside is a classy little restaurant. Or perhaps it is a piece of art after all? On entering the *Crystal Cube,* a breath-taking 360-degree view of the surrounding mountain landscape unfolds before you. In addition, among other delicacies, champagne and "Tartar of Fisser Grey Calf" are served here. An all-round heavenly treat. But it pays to remember that this isn't the only delight for the senses that the Serfaus-Fiss-Ladis holiday region has in store for its guests – because in the Upper Inntal valley in Tyrol, the sky's the limit where enjoyment is concerned.

Pleasurable hiking

First and foremost, there's the superb mountain weather, as the high plateau gets about 2,000 hours of sunshine a year. Reason enough for the locals to set up "Feel-good Stops" at the loveliest spots around the three mountain villages of Serfaus, Fiss and Ladis. Whether a hammock, a luxury ergonomic couch, lounge furniture or wicker beach chair – they all invite the visitor to rest and relax. What they also share in common is the majestic panorama of mountain peaks, valleys and rugged cliffs. And, depending on where their fancy takes them, holidaymakers will find these Feel-good Stops scattered throughout the region.

One of the most popular tours is the *Panorama Enjoyment Trail*, which leads from the mid-station of the Komperdellbahn cable car in Serfaus, over flowery alpine meadows and through verdant forests, all the way to Fiss – with only a small difference in altitude along the way. It's also a nice easy walk for families with a baby buggy and for older people. The *Six Senses – Experience Trail* in Serfaus beguiles all six senses and stimulates the imagination on family hikes: here, you not only get to know the fascinating world of the mountains through sight, hearing, smell, taste and touch but also through intriguing illusions that will enchant you. Mysterious phenomena and natural wonders wait to reveal their secrets at 24 stopping points. At the loveliest lookout points, seats shaped like giant spoons offer relaxation.

On the newly orchestrated *Fiss Energy & Senses Trail,* which is also suitable for baby buggies*,* nature-lovers rely completely on their inner voice. Rugged rocks, delicate flowers, enchanted trees and mystic lakes: at various places of energy all the senses are called upon and play stations animate even the smallest ones. En route, resting places invite you to relax and enjoy.

The *Water Hiking Trail* in Ladis is devoted to the element of water. The trail runs past murmuring brooks, resting places surrounded by winding waters and a water xylophone that plays joyful as well as deeply touching melodies.

On the *Culinary Hike,* the gourmet hikers themselves decide the hiking route. Three of six mountain restaurants offer the four courses of the "surprise menu". Between the individual courses, you can hike along the panorama and enjoyment trails or catch a cable car for a convenient transfer to the next culinary spot. On the way downhill you can either continue on foot or, depending on the location, with a ride on the *Serfauser Sauser*, on the *Fisser Flitzer* or even on a mountain bike.

Incidentally, all hikers can fortify themselves on tours with homemade Tyrolean specialities – not only in the mountain restaurants and huts, but also on a mountain pasture picnic, as, on request, the Fiss-Ladis cable car company will prepare a rucksack that's crammed with regional delicacies

and even contains a thermal picnic blanket. Those who feel like having their own barbecue can reserve a grill place at the Schöngampalm on the North Side of Fiss, select your ingredients from a wide range of choices and get started. From Urgsee trout to Fiss beef rump steak to delicious vegetarian delicacies such as grilled cheese and corn on the cob, you'll find something for everyone here.

In pursuit of delicious moments

"View, feast and float" – that's the motto in the *Gourmet Gondola*: because, in the Schönjochbahn cable car in Fiss, the world's smallest restaurant quickens the senses of epicures. They can swing up the mountain and back down again in a gondola while enjoying an exquisite breakfast or lunch, as well as an unforgettable view of the surrounding mountains.

The *Crystal Cube* also invites you to take a trip high above the Serfaus-Fiss-Ladis holiday region. Up here, at 2,600 metres above sea level, culinary connoisseurs can delight not only in the unique atmosphere but also in the delicate creations inspired by international cuisine. However, the postmodern gourmet cube is not just an exclusive mountain restaurant but also one of the geographically highest registry offices in Europe.

At the Leithe Wirt, the special focus is on regional sausage and meat specialities, which are prepared with tireless enthusiasm. In the basement of the restaurant are special curing chambers where meat is spiced, cured or dried. Next to the restaurant is a small smoking hut, where the pieces of meat are then smoked.

Anyone who really wants to discover the highest culinary pleasures will visit the three mountain villages during the *Culinary Autumn*. This year, the series of events has a "Chestnut" theme and is taking place from 5 September to 17 October, a time when the forests shimmer in the brightest colours, while the holiday region decorates its villages in an autumnal fashion too, with corn cobs, pumpkins, old rustic implements and hay bales. No matter whether on a delicacy hike (Schmankerl-Wanderung) to the Leithe Wirt, a jolly cattle-drive from the high Alpine pastures back down to the valley (Almabtrieb) or the traditional Thanksgiving, the local products always play a central role in the wide range of activities.

Food with added value: regional specialities

No matter where summer holidaymakers stop for a bite, they can savour culinary highlights everywhere in the Serfaus-Fiss-Ladis holiday region, as the focus is always on high-quality regional products like the "*Fisser Goggala*" (eggs from local hens) or the tender, aromatic veal of the Tyrolean Grey Calf.

Whisky experts appreciate the regional character of the *Fissky Imperial,* the new Tyrolean single malt whisky. With its light, smoky-earthy yet fruity flavour, it wins unqualified approval. The *Fissky Imperial* is distilled from the original, native "Fisser Imperial Gerste", a traditional barley which had almost fallen into oblivion until farmers started to grow it on the high plateau again a few years ago. The chefs of the region also make another speciality from the "Fisser Imperial Gerste": the original *Fisser Barley Soup.*

By the way, the farming village Ladis has been famous for its sulphur and acidulous mineral springs since the Middle Ages. Where nobles and emperors once rejoiced over the curative waters, today families, sporting holidaymakers and bon vivants quench their thirst with *Tiroler Sauerbrunn*, a curative water from the state-approved mineral water and healing spring. It is, as locals say, "Uafach guat" ("simply delicious").

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

About Serfaus-Fiss-Ladis
"We are family" – so the motto goes for the Serfaus-Fiss-Ladis holiday region in Tyrol. This is because the mountains here don't just have something to offer adults, but also children. The three mountain villages of Serfaus, Fiss and Ladis, each one steeped in history, lie on a sunny high plateau above Tyrol's Upper Inntal valley, and are surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. Located between 1,200 and 3,000 metres above sea level, the holiday region provides all guests with the best conditions for an eclectic summer holiday like no other. Amazing variety for the whole family. Adventure for lovers of action. Activities for lovers of outdoor sports. Astonishing panoramas for appreciative souls. Attractive food and drink for gourmets. Find out more at www.serfaus-fiss-ladis.at/en.

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