



On your saddle, get set, go!

The hearts of cyclists beat faster here. Whether it's for freeriding, single trails, or e-bike touring, the Serfaus-Fiss-Ladis holiday region in Tyrol's Upper Inntal valley promises limitless cycling fun with first-class infrastructure, its own bike park, and bike school.

Two cyclists are dashing along the *Frommestrail*. The view is breathtaking, and the calm atmosphere, far from cars and asphalt, is spectacular. They both cycle about 2,500 metres above sea level, or put another way, around 1,000 metres above the mountain villages of Serfaus, Fiss and Ladis in Tyrol's Upper Inntal valley. In this place where skiers can have fun all day long in winter without covering the same slope twice, the draws in summer are countless kilometres of trails, mountain bike routes and cycle paths of varying levels of difficulty between 1,200 and 2,600 metres above sea level. Whether it's for the bike park, single trails, mountain bike routes, or e-bike touring, it has everything. And the best thing? The gondola can transport not just people on two legs up to near the summit, but also people on two wheels.

Narrow paths, great joy

The *Frommestrail* is just one of many single trail delights, winding across narrow, stony paths amid Alpine terrain between 1,000 metres in altitude. In total, the Serfaus-Fiss-Ladis holiday region boasts eight single trails. Beginners can train on the *Alpkopftail* (difficulty level: green). Those who are somewhat more confident can tackle the *Högtrail*, the *Almtrail*, or the *Zirbentail* (difficulty level: blue). Experienced riders can prove their might on the *Scheidtrail*, the *Flüstertrail*, or simply the *Frommestrail* (difficulty level: red). A new attraction is the *Jochtrail* (difficulty level: red). It starts at the top station of the Schönjochbahn cable car at 2,440 metres and covers 5.8 kilometres down to the mid station of the Komperdellbahn cable car some 500 metres below. The single trail partly features segments of untouched nature, as well as north shore elements and a tricky segment with rock gardens. It's a recipe for fun.

Tip: no matter which path you're on, nobody should be distracted by the view. You'll appreciate it better while taking a break or once your work is done, with a legendary bike burger from the *Bikepark Serfaus-Fiss-Ladis* in hand.

An adventure playground for all

Fun and adrenaline for every cyclist? That's what there is at the *Bikepark Serfaus-Fiss-Ladis*, situated directly on the Waldbahn cable car between Fiss and Serfaus. Even beginners or families with children can enjoy a gentle introduction to the sport there. The site is divided into a training area, a kids park, a pumptrack, a landing bag, and slopestyle area, offering everybody the appropriate jumps and obstacles. There are five main routes with a difference in altitude of more than 400 metres and countless turns and secondary routes. The main routes frequently come into contact with one another, providing opportunities for terrific combinations. Anyone who doesn't have their own freeride or downhill bike can rent one from the bike shop at the bottom station of the Waldbahn cable car. Tip: those who want to improve their technique, spend a nice day cycling with friends, or have a really fun time in the bike park should contact the *Serfaus-Fiss-Ladis Bike School*. It offers an extensive programme for all mountain bikers and all levels (www.bike-sfl.at/en/bikeschool/bikeschool-offer).



So that nobody gets out of breath

Is enjoying the scenery more important to you than physical exertion? No problem. Around Serfaus-Fiss-Ladis, less-seasoned bikers and leisurely cyclists can enjoy longer tours near the summit. Numerous shops rent out serviced e-mountain bikes, which even make hills feel like child's play. Naturally, the *Serfaus-Fiss-Ladis Bike School* also offers guided e-bike tours. And dotted throughout the entire area, there are numerous charging stations or power outlets for recharging available.

Tips from a pro: camps, workshops und courses for all age groups and abilities

Throughout the season, numerous camps and workshops take place in the Serfaus-Fiss-Ladis holiday region. There won't be any boredom. Female cyclists can enjoy the *Woman's Workshops* with Alice Kühne in summer, for beginners and for advanced cyclists alike. Relaxed training without any pressure takes centre stage here. It's also "girls only" at the *Trail Session* with Angie Hohenwarter. Ladies can rock the trails in Serfaus-Fiss-Ladis for four days and get tips directly from the pro (24 to 27 June). Those looking for guaranteed drops should take part in the *Freeride Magazin Camp*. Professional coaches lead riders both on single trails and in the bike park, and provide support to everyone with tips and tricks (29 July to 1 August). A particular highlight is the *Bike Everest Tirol*, an extraordinary mountain bike tour, which any biker can start individually from May to October. It has an elevation of 8,848 metres (the height of Mount Everest!), and across its 285 kilometres, it leads to the loveliest places between Garmisch-Partenkirchen and Nauders on the Reschenpass across seven stages. The fifth stage follows the historic Via Claudia Augusta to Serfaus (www.bike-everest.tirol).

Always have an overview – plan online and get your bearings with GPS

Those wishing to plan their favourite tours at home can find a tour planner, a bike map, and a virtual trail map online. Tip: with a QR scanner, the GPS data of bike tours can be downloaded straight away (www.bike-sfl.at/en/trails-touren/tour-planner, www.bike-sfl.at/en/trails-touren/bike-map, www.bike-sfl.at/en/bikepark/virtual-trail-map).

More safety guaranteed

The safety and health of all our guests, employees and residents are our top priority in the Serfaus-Fiss-Ladis region. As such, all Covid-19 regulations and guidelines imposed by the Austrian federal government are being strictly adhered to. A specially created Covid taskforce takes care on the safety plan for the holiday region.

All cable cars, accommodation services, and catering establishments have developed extensive hygiene plans to provide guests with the safest and most worry-free holiday possible. Furthermore, Serfaus-Fiss-Ladis offers outstanding healthcare facilities as well as several testing facilities across the entire region. Additionally, a region-wide standardised contact tracing system has been introduced for all catering establishments and service companies. The "myVisitPass" is a digital, safe and simple personal registration method.

Due to the current uncertainty surrounding planning, many accommodation providers have decided to also offer their guests in the 2021 summer season the Serfaus-Fiss-Ladis cancellation guarantee. This applies to all bookings made via the official Serfaus-Fiss-Ladis website or via the tourist board.

Continuously updated information on the guidelines and measures regarding Covid-19 can be found at www.serfaus-fiss-ladis.at/en/Live/Current-Information-Summer.



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.

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.bike-sfl.at/en or
www.serfaus-fiss-ladis.at/en

Find us on:      

#serfausfissladis #wearefamily #weilwirsgeniessen
#bikesfl #bikeparksfl #bikeschulesfl #frommestrail #gooddaysfl