



A cheer for the mountain summer

Whether it's comprehensive childcare, regional cuisine or climbing and hiking adventures, the Serfaus-Fiss-Ladis holiday region provides varied and fun-packed holidays for families, gourmets and lovers of the great outdoors. Here in the Upper Inntal valley in Tyrol, one always comes up with something new. And the attention to detail – the little things that make your holiday so much more – is second to none.

What do a giant milk churn, a gold panning sluice and a summer toboggan run all have in common? They are all fun attractions that enrich the wonderful mountain landscape around the Tyrolean villages of Serfaus, Fiss and Ladis. And it's not just kids who will love them. The entire Serfaus-Fiss-Ladis holiday region is like an adventure park that makes your holiday just that little bit more enjoyable. The whole family, as well as adrenalin junkies and lovers of the great outdoors, can enjoy hiking, climbing, cycling (on single trails or in the bike park) or clambering aboard a self-made raft.

Unforgettable experiences for everyone

Steeped in Alpine history, the three idyllic and traffic-calmed villages of Serfaus, Fiss und Ladis are situated on a sun-kissed plateau about 1,400 metres above sea level. All around the peaks of the Samnaun mountain range provide a breathtaking panorama, not to mention all kinds of sport and leisure opportunities. Ranging from childcare services and family-friendly accommodation, to the Culinary Hikes, events and Breakfast with Sparkling Wine in the Crystal Cube restaurant, the holiday region offers something for everyone. And the village of Serfaus offers unbeatable infrastructure. Car-free, it boasts the world's smallest, highest hovertrain, which takes visitors and locals alike smoothly from A to B.

Your holidays begin here: the advantages of our "Super. Sommer. Card."

Every guest who stays at one of the designated partner accommodations in Serfaus, Fiss or Ladis will receive the "Super. Sommer. Card." service card, ensuring that nothing stands in the way of first-class time-out in line with the "zero worries principle". This card allows you to make unlimited use of all open cable cars, including the mountain adventure worlds in Serfaus-Fiss-Ladis. The children's entertainment programme in the two children's clubs, the hiking bus and guided mountain hikes can be enjoyed by all SFL guests.

Mountain adventures for old and young alike

For families looking to explore the wide range of adventures available in the mountains of Serfaus-Fiss-Ladis, there's only one setting: full steam ahead. Even the kids will love the hiking on offer here. The Austrian children's author Thomas Brezina has given his creativity free rein and designed three different themed trails for children. On the Pirates' Trail, the Witches' Trail and the Explorers' Trail, the idea is to conquer the trail and solve the puzzle as quickly as possible. And there are even more exciting hiking trails for kids. *The Golden Man Trail* is all about goldrush fever. It begins at the *Children's Mine* playground at Fisser Joch at 2,436 metres above sea level, where budding gold-diggers can unearth glittering rocks. On the *Murmliweg trail*, visitors can explore where the Murmli mascot lives. At the entrance to *Fisser Gonde Natural Trail*, the little mascot Berta awaits and shows the way to a historic trail, which via 25 interactive way stations leads you through the protected forest. And along the *Family Adventure Trail*, visitors of all ages can explore nature in a new and satisfying way.



Out and about with your baby buggy

Don't let your buggy stop you getting out into the great outdoors. Several buggy-friendly themed trails wind through the forests of the elevated plateau. If you want to experience the mountains with all your senses, hit the *Six Senses trail*, the *Fiss Energy & Senses Trail* or the *Panorama Enjoyment Trail*. And if you don't fancy pushing too hard on the trail, you can always rent an e-buggy on site.

Boredom just doesn't exist here – adventure parks with educational play stations

The family region of Serfaus-Fiss-Ladis would never be content with just one amusement park. That's why the area boasts no less than three adventure parks. The *Hög Adventure Park* is all about forestry and Alpine agriculture. On and around Högsee lake, among others there's a skill course, a woodcutter playground, a water-filled soft play area, a giant milk churn memory game and a bee house that are suitable for the whole family. Or make your way along the raft course or explore the lake with a paddle boat or a kayak. Another highlight is the year-round *Schneisenfeger Family Coaster*.

Near to the Komperdellbahn mid station, the *Serfaus Adventure World* features the *Murmliwasser* and the *Murkli Rodeo*. The 15,000 square metre area borders a wild stream. Interactive stations such as sand play areas, water features, a cliff-face labyrinth and the Murkli lighthouse all invite the whole family to splash around and have fun. A gold panning sluice and a cast of marmots complete the picture. Feeling brave? Try the *Serfauser Sauser* flying fox, which will take you flying through the Tyrolean mountainscape at heights of 85 metres and a maximum speed of 65 km/h. If that's not enough, you can put your fearlessness to the test at the *Summer Fun Park Fiss*, where your pulse will be set racing by a 13 metre high jump tower with a giant air cushion, the giant three-level swing *Skyswing*, the *Fisser Flieger* flying dragon with a top speed of 80 km/h, and the 2.2 km long *Fisser Flitzer* summer toboggan run. Even more fun is to be had at the Slackline Park, the trampoline, the tubing run and the XXL sandpit.

Feel like getting out into nature even more? Then the *Wode Park* is just right. The mysterious forest around *Wode bath* and *Wode tower* in Ladis not only harbours a mystery about the giant Wode, but an adventure park with its wonderful flora and fauna.

Outdoor action for the whole family – climbing and biking

At Serfaus-Fiss-Ladis, outdoor thrills and spills are firmly on the agenda. Whether you're a climber, hiker or cyclist, the holiday region won't fail to give you a boost of adrenalin. Climbers of all ages and abilities will love the three short but thrilling climbing trails on the castle rock of Laudeck castle in Ladis. These are named *Via Claudia Augusta* (blue), *Pons Laudes Steig* (red) and *Laudecksteig* (black) and their difficulty levels range from A to D. Other climbing opportunities can be found at the *Rappenwand Family Climbing Crag*, situated just below Serfaus. Here the difficulty levels range from II to VII and there are even two multi-pitch climbing routes. The lower part is flat and suitable for families, while the upper part is a vertical drop and therefore more suited to serious climbers. But that's not all. In the *X-Trees forest rope course*, visitors can climb through the *Spider Net*, keep their balance over the *Indiana Jones Bridge* and then turn a few somersaults on the *bungee trampoline*. And if it does rain, climbers can let off steam on twelve different climbing walls and two climbing towers, in the Bouldering Room, in the soft play area or in the Laser Room of the *PLAY^{IV} Indoor Playground* in Serfaus.

Mountain bikers too will find plenty to challenge them on the high plateau in the Tyrolean Oberland region. If you like your riding relatively gentle, pick one of the many bike trails. For a more challenging ride, head to single trails of the Bikepark Serfaus-Fiss-Ladis. But best of all, you don't have to pedal up the mountain. Take your bike with you in the gondola or rent an e-bike;



then you can save all your energy for the ride down. A tip for early birds: The Serfaus-Fiss-Ladis Bike School organises *Early Rides* from June to October. With a guide, bikers explore the untouched mountain world around Schönjoch early in the morning and race down the Frommestrail while the first rays of sunshine herald the new day. Finally, a regional breakfast awaits the participants at the Frommes-Alp. If you don't like riding alone, or you're looking to improve your skills, check in at the Serfaus-Fiss-Ladis Bike School. Whether you're experienced or a complete beginner, whether you're looking for tips on technique or a guided tour, the school's MTB guides can provide a varied programme for riders of all ages and abilities.

Pure enjoyment at lofty heights – sun-kissed Feel-good Stops

Whether before, after or even during your exertions in the great outdoors, kicking back and relaxing in Serfaus-Fiss-Laden should be high on your holiday agenda. True to the region's promise – switch off and put your feet up – a number of what we call "Feel-good Stops" can be found at various locations, complete with hammocks, sunbathing and breathtaking panoramic views. And with an average of 2,000 hours of sunshine a year, wherever you are – in the village, on an Alpine pasture or high up on the peaks – you can look forward to plenty of warming rays. Early risers can catch the *Gourmet Gondola* for a leisurely two-hour breakfast over pastures, meadows and soaring Alpine peaks. After lunch, head for *High Tea* at the *Crystal Cube*, the gourmet destination at 2,600 metres above sea level. The exquisite tea is accompanied by delicate pralines and fine pastries prepared by the in-house confectionery of the BergDiamant Panoramic Restaurant.

24-hour feast for your palate

Many local restaurants, meadows and small food businesses boast regional specialities and a wide range of local produce. This is supported by the cable cars, which pay the farmers a higher price for their produce. Why? Because it makes sense for everyone involved. Short delivery routes for the farmers, and outstanding quality and fresh produce for visitors. For the local Kaiserschmarrn dessert, for example, only "Fisser Goggala", i.e. eggs from Fiss, are used. One genuine rarity is the Tyrolean single malt whisky called *Fissky Imperial*, which is distilled from unprocessed Fisser Imperial Gerste barley, fresh spring water and peat from the Piller Moor.

Fancy a gourmet treat? If you fancy discovering your favourite spot and tasting some regional specialities, the Fiss-Ladis cable car company will be delighted to prepare a picnic backpack for you. You will find it filled to the brim with homemade and regional specialties including bacon, alpine cheese, spreads and farmhouse bread. And did you know that in Ladis there is a state-certified therapeutic spring where the refreshing mineral water known as Tiroler Sauerbrunn gushes forth? Fill your bottle up from here as often as you can, because the water is simply delicious.

Cordial hospitality: feel good just like at home

From farm stays to hotel packages to family apartment rentals, Serfaus-Fiss-Ladis offers a range of accommodation options. Choose from welcoming hotels and guesthouses, bed-and-breakfast hotels, B&Bs, private rooms and apartments and chalets, or even four- and five-star luxury hotels. Families have numerous child-friendly options to choose from while cyclists can select from a list of certified bike-friendly establishments.

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



About Serfaus-Fiss-Ladis

True to the motto "A cheer for the mountain summer", the Tyrolean holiday region of Serfaus-Fiss-Ladis represents variety and completely carefree mountain holidays at the highest level. For singles as well as best friends, families or three-generation groups. Because the mountains there not only have plenty to offer the grown-ups, but also the little ones. The three mountain villages of Serfaus, Fiss and Ladis, each of which enjoy history in abundance, are situated on a sunny high plateau above the upper Tyrolean Inntal valley, surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. The mountain idyll provides the best conditions for an unforgettable mountain summer for all guests at an altitude of between 1,200 and 3,000 metres above sea level: full of living traditions, real adventures and culinary delights. But also with high mountains, cool mountain lakes and vast alpine pastures, where the jingling of cow bells is the latest thing to drive away everyday life. More information can be found at: www.serfaus-fiss-ladis.at/en.

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