



## Summer holidays with the kids: it can't get better than this

***A holiday region of superlatives: the Serfaus-Fiss-Ladis holiday region offers everything you need, from a gentle walk through rustling forests to an adrenaline kick on a giant swing. Family holidays make for the most beautiful time of year – even for parents.***

“Woow”, cries five-year-old Benjamin as he points to the super-sized witch book. Behind it, a huge cobweb spans the trail and all sorts of strange curiosities can be seen hanging from the trees. He holds a puzzle booklet covered with colourful stickers in his hand. The junior secret agent is hiking the *Witches' Trail* in the Serfaus-Fiss-Ladis holiday region with his parents. Together they try to lift the failed spell cast by the two young magicians Peppina and Fips. A great experience in nature, and a brilliant distraction, because our five-year-old doesn't even notice he's on a hike.

### **A change of scenery in the mountains: hiking can also be fun for kids**

Hiking, an adventure for the whole family. This is exactly what the Serfaus-Fiss-Ladis region has set as its goal in collaboration with the well-known Austrian children's book author Thomas Brezina. Under the motto “Adventure Mountains”, the writer has designed three themed adventure trails for families: the *Pirates' Trail* in Serfaus, the *Witches' Trail* in Fiss and the *Explorers' Trail* in Ladis.

Kids don't just get to discover nature in a playful manner on the hikes, they also get to solve all kinds of puzzles on the way like detectives.

But there's even more hiking fun to be had: sneaky gnomes can put a spanner in the works of families hiking the *Golden Man Trail*. The trail begins at the playground *Children's Mine*, a disused quarry, and leads along mountain paths, wobbly bridges, play stations and climbing courses to the finish, passing eleven learning stations on the way. The *Murmliweg trail* leads young adventurers to the home of the mascot Murmli and lets adventurers of all ages explore nature in new ways on the *Family Adventure Trail*. The *Water Hiking Trail* in Ladis is dedicated to the element of water. The hike takes you past rushing streams, giant springs that appear to bubble up from the roots, cascades and oversized water drops that serve as seats for relaxing on. Here you can sit down at resting places amidst water loops and a water xylophone that plays cheerful but also soul-stirring melodies. At the “Tiroler Sauerbrunn”, an officially recognised mineral water and healing spring, you can refresh yourself in both body and spirit.

Top tip for older children: they can take their smartphones with them and track down the crooks using QR codes and other technical trickery. Where? In the interactive adventure park while geocaching. The *Bear Cache* and *Gold Cache Högsee* in Serfaus, *Wo-Bä-Lu Cache* in Fiss and *Interactive Village Tour* in Ladis all tempt you to take part.

### **Children's dreams come true: adventure in the mountains**

Treasure also beckons in the *Children's Mine* on Fisser Joch ridge at a height of 2,436 metres. Numerous legends surround the disused quarry which offers numerous exciting play stations, including balancing devices, balance stations and an adventure cave tunnel. And the best of all: with a little luck, your miniature miners will discover some sparkling stones.

Rocks, minerals and fossils are also the focus of attention in the *Georama Lassida* excavation area which surrounds Lassida mountain restaurant at a height of 2,350 metres. With a shovel in



your hand, young and old alike set out on a tour of discovery to find contemporary witnesses to the geological history of the Alps.

And close to the mid station on the Komperdellbahn cable car, *Serfaus Adventure World* attracts visitors with its *Murmliwasser* and *Murmli Rodeo*. The 15,000-square metre site borders on a mountain torrent. Interactive stations including a sand covered play area, water stairs, a rock labyrinth and the Murmli lighthouse invite the whole family to fun and games in the "Gatsch", i.e. fun and games in the mud. A gold panning sluice attracts as much attention as the enclosure that houses some really cute marmots and a walk-in marmot cave.

Not quite as high on the cuteness scale are the two and a half-metre giant ants, four-metre long earthworms and gigantic beetles in *Wode Park*. The mysterious forest around *Wode bath* and *Wode tower* in Ladis not only harbours a mystery about the giant Wode, but an enormous adventure park with its wonderful flora and fauna. And last but not least, two exciting attractions wait to be discovered on the banks of and close to Wolfsee lake in Fiss: a walk-in bear cave and a Indian village.

### **Boredom just doesn't exist here: attractions for all ages**

The Serfaus-Fiss-Ladis holiday region offers holidaymakers a wide range of adventures in nature, topped off by one-of-a-kind children's playgrounds and action-packed adrenaline kicks. According to the claim "We are family", holidaymakers will find attractions for all ages in the adventure parks. The highlight at *Hög Adventure Park* is the all-year *Schneisenfeger Family Coaster* toboggan run featuring exciting jumps, spectacular 360-degree roundabouts and countless hairpin bends. Högsee lake with its water adventures provides the right refreshment for all ages. A dip in the clear waters of the lake gives you a perfect cooling off while a tour in a kayak or paddle boat provides for relaxation. Stand-up paddling or the raft course call for real skill. There's even a floating island to storm and a shallow water area for the youngest holidaymakers to splash around in. At *Serfaus Adventure World*, your heart starts to pound at the sight of the *Serfauser Sauser* flying fox, which hurtles through the Tyrolean mountains at speeds of up to 65 kilometres an hour at heights of up to 85 metres.

And if that's not enough, put your courage to the test at *Summer Fun Park Fiss*. The park is home to a 13-metre high jump tower with a huge air cushion, the *Skyswing* mega swing with its three different levels and the *Fisser Flieger*, which careens above the heads of visitors at a maximum speed of 80 km/h, all of which get your adrenaline pumping. A highlight for the whole family is the 2.2-kilometre long *Fisser Flitzer* summer toboggan run, which passes through a jungle cave, an ice cave and a creepy tunnel, and past a pirate ship. Your individual speed is measured on a speed section. The slackline park, the trampoline, the tubing run and the XXL sandpit provide even more entertainment.

In Serfaus-Fiss-Ladis, however, it is not only the many attractions in the adventure parks that ensure diversion for visitors. This year, numerous events and activities will attract visitors throughout the summer and help them forget about everyday life. One of the highlights is *MOUNDS - the music festival for the whole family*, which is this year held from 10 to 15 July. In addition, workshops and concerts with many top acts from the German children's music scene will take place every day.

### **And what if it rains?**

If the weather doesn't really cooperate, there is the huge *PLAY<sup>IN</sup> Indoor Playground* in Serfaus, directly at the Komperdell bottom station. Adventurers of all ages can have fun on twelve different climbing walls and two climbing towers, in the Bouldering Room, in the soft play area or the Laser Room. The *Fiss Indoor Arena* is located at the Fisser Schönjochbahn bottom station. The two



main attractions are the mini-golf course with 18 holes and the indoor playground with children's cinema.

### **Quality time for parents and kids**

Your holidays in the mountain villages of Serfaus, Fiss and Ladis should be the best time of the year for the whole family, including dads and mums. Childcare facilities on holiday are worth their weight in gold for those dads and mums who are looking to take a break from watching the kids day and night, or simply want some time for themselves or a little romantic twosome. No wonder the Serfaus-Fiss-Ladis holiday region has several options under the wing of the mascots Murmli and Berta, whether the whole day, half a day or hourly. For a fee, mums and dads can find the right care for their tiny tots (one to two years' old) at the *Murmli Crèche* at the bottom station in Serfaus. Kids aged three to fifteen love the animation programme at the *Murmli-Club* in Serfaus or the *Mini&Maxi Club* in Fiss-Ladis. The animation programme is open from Mondays to Fridays between 9am and 4pm. By the way, 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.

Top tip: on our kids website [www.murmli-berta.at/en](http://www.murmli-berta.at/en), designed especially for youngsters, our two mascots Murmli and Berta show our little guests all the exciting things they can experience in the region. From action and fun in the hiking area to events, children get to discover the Serfaus-Fiss-Ladis region while they are still at home long before they go on holiday and by doing so can look forward to what awaits them there.

Further press information and free photographic material is available on our press portal under [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 "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](http://www.serfaus-fiss-ladis.at/en).



**For further information:**

Vanessa Lindner  
Hansmann PR  
Lipowskystraße 15  
80336 Munich, Germany  
Phone: +49(0)89/360549912  
[v.lindner@hansmannpr.de](mailto:v.lindner@hansmannpr.de)  
[www.hansmannpr.de](http://www.hansmannpr.de)

Alexandra Hangl  
Serfaus-Fiss-Ladis Tourist Board  
Gänsackerweg 2  
6534 Serfaus-Fiss-Ladis, Austria  
Phone: +43(0)5476/623972  
[a.hangl@serfaus-fiss-ladis.at](mailto:a.hangl@serfaus-fiss-ladis.at)  
[www.serfaus-fiss-ladis.at/en](http://www.serfaus-fiss-ladis.at/en)

Find us on:      

#serfausfissladis #serfaus #fiss #ladis #wearefamily #weilwirsgeniessen