**Serfaus-Fiss-Ladis at a Glance**

Safe and endless winter fun: the Serfaus-Fiss-Ladis holiday region begins their upcoming snow season with this promise. The focus not only falls on the health of all our guests, employees and residents, but also on the unique winter holiday lifestyle that this holiday region is known for. Situated on a high plateau above the Upper Inntal valley in Tyrol, the three mountain villages Serfaus, Fiss and Ladis offer endless winter fun and guarantee snow throughout winter up until spring. In addition, numerous hours of sunshine render the magnificent panoramic view of the Samnaun mountain peak range or the Ötztal Alps even more wonderful. And that’s not all: over 20 years ago, it was decided to unite the two skiing regions of Serfaus and Fiss-Ladis. The results speak for themselves: a skiing region that is larger and more visitor friendly and that impresses with its first-class infrastructure. In short: winter holidays in Serfaus-Fiss-Ladis feature more facets than anywhere else. More for families. More for enthusiasts. More for action heroes. More for connoisseurs.

**LOCATION**

The Serfaus-Fiss-Ladis holiday region is situated on a high plateau at an altitude of 1,200 to 1,400 metres above the Upper Inntal valley of Tyrol. With over 2,000 hours of sunshine every year, this ranks as the sunniest region in Tyrol.

**ALTITUDE**

The three villages of Serfaus, Fiss and Ladis offer skiing fun at an altitude of between 1,200 and 2,828 metres and can thus guarantee snow throughout the winter.

**THE VILLAGES IN DETAIL**

**Serfaus (1,427 m):**

* Population: 1,141
* Guest beds: 7,181
* Special features:
* The world’s smallest, highest-altitude, air-cushion suspension underground railway
* Campanile (Roman watchtower) with an 800-kilogram Löffler bell, dating from 1577
* Pilgrim church “Unserer Lieben Frau im Walde”
* Refugium Archaeology Museum in St. Zeno
* Serfaus Parish Museum

**Fiss (1,436 m):**

* Population: 980
* Guest beds: 6,086
* Special features:
	+ 600-year-old village centre with historical farmhouses
	+ Heimatmuseum s'Paules und s'Seppls Haus (museum of local history)
	+ Fisser Blochziehen – an old Tyrolean carnival custom, which has been part of UNESCO’s Intangible Cultural Heritage in Austria since October 2011
	+ Next event: Blochziehen on 31 January 2022

**Ladis (1,192 m):**

* Population: 536
* Guest beds: 2,192
* Special features:
	+ Rhaeto-Romanic townscape (outside staircases, carved gables and historical baking ovens) with the fresco-decorated Rechelerhaus and Stockerhaus
	+ Laudeck castle, dating from the 12th century
	+ “Tiroler Sauerbrunn”, an acidulous mineral spring discovered by a shepherd in 1212 AD

**NEWS IN WINTER 2020/21**

* 12er-Bahn cable car on the North Side of Fiss**:** The new, highly modern 8-person chair lift offers seat heaters, child-proof guard and bubbles. The bottom station of the new run is located between Zirbenhütte and Schöngampalm, whereas the top station remains at its same location around the Gratabfahrt, Zwölfer Sportiv und Zwölferabfahrt slopes.
* **New toboggan run in Fiss:** The Fiss toboggan run for the whole family will be completely reconstructed in two construction stages. This winter, the lower part of the Fiss toboggan run will shine in new colours from the Kuh Alm Fiss to the Sonnenburg restaurant and on to Fiss. The roughly three-metre wide natural toboggan run is set up with a snowmaking installation that is lit up at night. Thanks to the toboggan run’s gentle slope, it is ideal for families.
* **Underground tunnel:** From this winter onwards, guests and residents can quickly and comfortably travel through the 130-metre-long barrier-free tunnel from the parking area directly to the underground.

**Information ON THE SkiING AREA**

* 214 (regularly skied) kilometres of pistes that are perfectly prepared daily (162 measured kilometres of piste, 460 hectares of skiing area)

Of these: 47 kilometres are blue, 123 kilometres red, 28 kilometres black, 16 km freeride routes

* 80 percent of the pistes can be covered with man-made snow
* 68 modern facilities for transporting the winter sport visitors: 1 underground,
11 gondola lifts, 16 chair lifts, 11 drag lifts, 29 belt conveyors and tow lifts
* A total capacity of 91,660 persons per hour
* 8 Fun Areas and 12 freeride routes
* 2 permanent racetracks, 1 carving track, 1 speed track and several mogul slopes
* 10 kilometres of natural toboggan runs
* 30 kilometres of cross-country ski trails (of which 8.4 kilometres are high-altitude trails) and a 22-kilometre cross-country ski route
* 100 km cleared winter hiking trails
* 3 viewing platforms and numerous “Feel-good stops ” in the skiing area
* 2 TOP ski schools: Ski School Serfaus and Ski School Fiss-Ladis

**ATTRACTIONS FOR FAMILIES**

* 125,000 square metres of specially reserved snow areas for children and teens: the Kinderschneealm and Murmlipark in Serfaus, and Berta’s Kinderland with Berta’s Kindervilla in Fiss-Ladis
* Three special children’s restaurants for the ski school children from the Ski Schools Serfaus und Ski Schools Fiss-Ladis: Murmlirest and Starrest in Serfaus, Berta’s Kinderplanet in Fiss-Ladis
* Two mascots are there to assist the children: Murmli the Marmot in Serfaus, and Berta the Cow in Fiss
* Children’s own website: www.murmli-berta.at
* Numerous playgrounds, pistes with themes – such as the Bärenpiste (Bears Piste), Murmlitrail (Murmli Trail), Tierpark (Zoo), Fisser Höhlenwelt (Fiss Cave World) and Berta’s Indianerland (Berta’s Indian Village)
* Childcare: all-day, half-day or by the hour:

For children aged 3 months and upwards: Berta’s Kindergarten at the bottom station of the Möseralmbahn cable car in Fiss

* Activities such as: Masner Express, Schneisenfeger Family Coaster all-year toboggan run
* Flying attractions such as: Serfauser Sauser, Fisser Flieger and Skyswing

**HIGHLIGHTS iN THE SNOW**

* **The First Track (“Die Erste Spur”):** Every Wednesday in the morning hours a small and manageable group will go onto the untouched slopes of the high plateau.
* **Sunrise Hexensee**: Early risers will be able to enjoy a spectacular sunrise every Thursday onwards on the Hexenseehütte.
* **Enjoying the slopes at night:** Every Wednesday, night owls can ski and toboggan in an illuminated Serfaus. In Fiss, night skiing takes place every Tuesday and night tobogganing every Thursday.

**CULINARY ART**

The close collaboration between local farmers, cable car companies and restaurants guarantees plenty of fresh, regional products on the menu.

**EXCLUSIVE AND UNIQUE:**

* **Tyrol’s First Ski Lounge:** International culinary highlights with Tyrolean roots reach their zenith at an altitude of 2,000 metres.
* **Monte Mare restaurant**: In accordance with the motto “The mountain meets the sea”, innovative creations pamper the tastebuds and the senses.
* **Leithe Wirt**: In the quaint mountain hut atmosphere, guests are served not only homemade smoked specialities such as bacon, osso collo and salami, but also Tyrolean delicacies.
* **Zirbenhütte Gourmet restaurant:** Situated at an altitude of 2,100 metres, this mountain hut restaurant beckons with culinary delicacies from the region and a marvellous view of the surrounding mountains.
* **Crystal Cube:** The giant cube with completely mirrored sides and a gourmet restaurant stands in the skiing area, near to the Z1 viewing platform, at 2,600 metres above sea level. It’s also one of the highest-situated official registry offices in Tyrol.
* **Fisser Imperial Gerste (barley) with Fissky**: Whisky experts are excited and have already awarded a prize to the new Tyrolean single malt whisky “Fissky”. It’s distilled from Fisser Imperial Gerste.

**ACCOMMODATIONS:**

There is a huge range of accommodations on offer in Serfaus-Fiss-Ladis: private establishments, guesthouses, bed and breakfasts, holiday apartments, exclusive chalets and hotels in different categories. Some of the hotels have exclusive wellness & spa areas, while others are special family and/or children’s hotels.

**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. The regional task force set up specifically for this purpose has also adopted clear measures at an early stage that go beyond the legally imposed regulations.

For instance, before the start of the season, employees are tested for Covid-19. All gondolas as well as the ski buses and the Serfaus Underground are disinfected on a daily basis and are equipped with a ventilation system. Instead of the après-ski entertainment and activities, the umbrella bars at the cable cars are furnished with tables and are operated in a coffee house style with waiting staff. The Double Ski School Offer with multiple staggered starting times will be expanded so as to balance out the number of ascents at peak times, among other things. The sports shops and depots are regularly disinfected, and the rental equipment is fully disinfected upon return.

Additionally, the queueing areas have a comprehensive information and guidance system in place in the form of signs, markings and announcements.

By the way: the holiday region provides a unified system for guest registration for all restaurants and service businesses. The “myVisitPass” is a digital, safe and simple personal registration method.

Due to the current uncertainty surrounding planning, many accommodation facilities in the Serfaus-Fiss-Ladis holiday region have also decided to offer their guests more relaxed cancellation policies and conditions in the 2020/21 winter season. These apply to all bookings made via the official Serfaus-Fiss-Ladis website or via the tourist board. Please visit [www.serfaus-fiss-ladis.at/en](http://www.serfaus-fiss-ladis.at/en) for further information.

**HOW TO GET HERE**

* **By car from the north**

Take the German motorway A7 or A95 and then the Fernpassstrasse (B179) until you get onto the (toll-sticker-compulsory) A12, leaving it again at the Oberinntal motorway junction. Continue on through the Landecker Tunnel, which connects the motorway to the Reschenbundesstrasse. Then take the “Ried im Oberinntal” exit and follow the road signs all the way to Serfaus-Fiss-Ladis.

* **By car via Kufstein and Innsbruck**

Leave the Inntal motorway A12 at the Oberinntal motorway junction and continue on through the Landecker Tunnel, which connects the motorway to the Reschenbundesstrasse. Then take the “Ried im Oberinntal” exit and follow the road signs all the way to Serfaus-Fiss-Ladis.

* **By car from Switzerland via the Arlberg**

If you are coming from Switzerland, follow the A3 to Feldkirch or the A1 to Lustenau and Dornbirn and continue on the (toll-sticker-compulsory) A14 towards Innsbruck. The Arlbergschnellstrasse (S16) leads through the Arlberg-Tunnel all the way to the A12. Leave this again at the Oberinntal motorway junction and continue on through the Landecker Tunnel, which connects the motorway with the Reschenbundesstrasse. Then take the “Ried im Oberinntal” exit and follow the road signs all the way to Serfaus-Fiss-Ladis.

Detailed information on travelling by car can be found on the Serfaus-Fiss-Ladis website under [www.serfaus-fiss-ladis.at/en/Villages-region/Arrival](http://www.serfaus-fiss-ladis.at/en/Villages-region/Arrival).

* **By train** to Landeck-Zams station, where the public bus to Serfaus, Fiss or Ladis will already be waiting.
* **By plane** to Innsbruck (90 km), Munich (220 km) or Zurich (242 km). Then continue by bus, train or airport (shuttle) taxi.

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**

Surrounded by the peaks of the Samnaun mountain range and Ötztal Alps, Serfaus-Fiss-Ladis is a holiday region that offers a winter holiday experience like no other. Situated on a high sunny plateau above the Upper Inntal valley in Tyrol, the three original mountain villages Serfaus, Fiss and Ladis offer skiing fun at altitudes of between 1,200 and 2,828 metres above sea level, thus guaranteeing snow throughout the whole of winter. And that’s not all: over 20 years ago, it was decided to unite the two skiing regions of Serfaus and Fiss-Ladis. Not only did this make the skiing region larger and more visitor friendly, but it also made winter holidays uniquely multi-faceted: More for families. More for action heroes. More for connoisseurs. More winter holidays with more safety. Just as carefree and relaxed as always, but as safe as never before! Find out more at www.serfaus-fiss-ladis.at/en.

**For further information:**

Vanessa Lindner Alexandra Hangl

Hansmann PR Serfaus-Fiss-Ladis Tourist Board

Lipowskystraße 15 Gänsackerweg 2

80336 Munich A-6534 Serfaus-Fiss-Ladis

Phone: +49(0)89/360549912 Phone: +43(0)5476/623972

v.lindner@hansmannpr.de a.hangl@serfaus-fiss-ladis.at

www.hansmannpr.de www.serfaus-fiss-ladis.at/en

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