



Guaranteed safe and endless winter fun for the whole family

For grandparents, parents and grandkids, the sunny winter sports region of Serfaus-Fiss-Ladis is the ideal place for a feel-good winter sports holiday for all three generations of the family. But there is even more on offer: a new attitude towards life that makes the winter holidays all the more enjoyable. This winter in particular, the safety and health of all our winter guests, employees and residents are our top priority.

Hey kids! Murmli the marmot and Berta the cow are here to make you feel right at home. For parents, these two jolly mascots of the region are the ideal companions for your little ones as you drop them off for a ski lesson – leaving you free to pursue your own interests on and off the piste. Be it skiing on over 200 kilometres of immaculate slopes, winter hiking or cross-country skiing – also this winter, the plateau offers countless opportunities to enjoy winter in all its wonderful facets.

Located on a high sunny plateau in the Upper Inntal valley in Tyrol, the three mountain villages of Serfaus, Fiss and Ladis have long been regarded as the most family-friendly holiday region in the Alps. And not just because of the long hours of sunshine and the generous number of pistes that are ideal for beginners as well as sporty adolescences and adults. Eva Stark is a sports scientist and head of the children's and beginners' courses at the Ski School Fiss-Ladis. For her the region's appeal as a holiday destination is not surprising. "We had many holiday apartments in the 1980s, where families in particular like to stay. The region recognised this target group early on and tailored their offer accordingly."

Learning to ski the fun way

This is just part of what makes the region so special as a winter holiday destination. Another is the way it caters to the youngest of skiers. Playgrounds, multimedia themed pistes and adventure runs introduce kids to the joys of skiing. Large areas such as the Kinderschneealm and the Murmlipark in Serfaus, as well as Berta's Kinderland at the Sonnenbahn Ladis-Fiss, are reserved for children and young learners. Young children can be left for a few hours in the capable hands of ski instructors. The two ski schools and kindergartens use internationally recognised teaching methods and innovations such as the Snow-V simulator. Many lifts have child-friendly entrances and there are special restaurants for ski school children. In the afternoon, age-appropriate entertainment programmes with dancing, Punch and Judy shows and other activities take place. "For the older ones, we tend to organise fun and activities, such as 'grill and chill'," says Eva Stark. "We are focusing on the future because the young skiers of today are the holidaymakers of tomorrow."

The feel-good factor

The resort is committed to providing visitors with the perfect all-round winter break – or rather, to giving them a new lease of life, like only a holiday in the snow can. The focus is on excellent service and an extensive programme of activities. Because after all, everyone shall feel comfortable and happy in Serfaus-Fiss-Ladis. Whether it's ski depots and sports shops at the bottom stations, traffic-calmed village centres or adrenaline-boosting attractions such as the dragon-like Fisser Flieger, there's plenty to discover. For non-downhill skiers there are cross-

country trails and ski tours. Some high-altitude hiking trails are even suitable for baby buggies.

Special offers and great service

To keep costs down, Serfaus-Fiss-Ladis has developed a very flexible ski pass system for the whole family. Younger children ride free of charge and older ones get a discount. For grandparents there is a reduced senior ski pass. A special offer is the Young Family Ticket, which enables parents with children under the age of three to look after the kids or go skiing. For more information on winter activities for kids, check out www.murmli-berta.at. By clicking on the child-friendly Attractions and Adventures sections, kids can explore what's on offer long before they arrive.

Plenty of friendly "Helping Hands" are available throughout the resort to help younger skiers on and off the lifts or to help parents with buggies. When it comes to mealtimes, the many mountain huts and excellent gourmet restaurants are ideal places for a family lunch. Take in the view of snow-covered Tyrolean mountain peaks from a sunny terrace while enjoying some regional gourmet food. There are even numerous places on the mountain where you can relax on a sun lounger with a glass of schnapps after a portion of bacon dumplings or the local Kaiserschmarren dessert. With more than 2,000 hours of sunshine per year, what better place to top up your winter tan?

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 for further information.

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.

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