



Have fun away from the slopes

In Serfaus-Fiss-Ladis, winter holidaymakers can enjoy a wide range of off-piste activities. Thanks to its sunny location on a high plateau, the region provides the ideal terrain for all kinds of winter holiday, from horse-drawn sleigh rides and blissfully quiet snowshoe tours to cross-country trails or ski tours to distant peaks. For those who want more than downhill skiing, Serfaus-Fiss-Ladis is the place to be.

Only the crunching of the snow under your skis can be heard. And sometimes a loud snort. Otherwise absolute silence accompanies the small group moving slowly towards Samnaun in nearby Switzerland on the Smugglers' Tour. Smugglers used to take this route in the hard years after the Second World War in order to sell goods in Switzerland and bring home coffee, tobacco, saccharin and nylon stockings and then sell them in Innsbruck. It was a dangerous undertaking because there was no hiding from the border police. Even today, the blinding white landscape is entirely treeless, but there are no such worries for ski tourers. All around, soaring peaks cast their spell over captivated ski tourers. A few sandwiches in your backpack are all you need to enjoy this fascinating historical route. Safely back in the valley, they swap memories over WhatsApp, Facebook and Instagram.

Spectacular winter scenery – even with a buggy

Whether snowshoe excursions, ski tours or winter hiking, the untouched terrain around the high sunny plateau of Serfaus-Fiss-Ladis offers numerous activities for winter sports fans. These include themed mountain tours and more than 100 kilometres of prepared winter hiking trails. Those who don't feel safe enough on their own can join the guided tours of the local ski schools and mountain guides.

For families with very young children, the winter hiking trail at Högsee and the Panorama Enjoyment Trail are both suitable for buggies. The latter leads from the Komperdell mid station in Serfaus to the Möseralm top station in Fiss without major inclines and offers breathtaking views of the Tyrolean Alps. On the way there are Feel-good Stops with loungers, hammocks and even beach chairs. If the whole route is too far for you, you can shorten it with the Sunliner or Waldbahn cable cars and return to the valley.

Nordic winter fun

If you prefer cross-country skiing, there are 52 kilometres of prepared cross-country trails and routes around Serfaus-Fiss-Ladis. On the high-altitude trails at Komperdell and Hög in Serfaus, cross-country skiers can also enjoy a magnificent Alpine panorama. If you want to freshen up, the Take Off Snow & Fun Centre at the Komperdell mid station offers a Nordic Point, where cross-country skiers have access to a shower and changing rooms. If you want to improve your cross-country skiing technique, contact one of the two local ski schools that offer courses. Equipment can be rented at the rental stations.

Adrenaline rush included

Serfaus-Fiss-Ladis also offers an exceptional sense of adventure. How about tobogganing or a Segway tour? Or the Schneisenfeger Family Coaster, where you can race down into the valley at speeds of up to 40 km per hour? Even more thrilling are the rides on the Serfauser Sauser, the huge Skyswing or the Fisser Flieger, the kite in which up to four people can float 47 metres above the ground.

Peaceful and romantic

For a more sedate and romantic experience, take a ride in a horse-drawn carriage to the sound of carriage bells, snugly tucked in as you glide through the winter landscape. The highlight is a stop in a rustic mountain hut, where Tyrolean specialities are served.

Gourmet delights

Speaking of Tyrolean specialities – what could be nicer than enjoying a Kaiserschmarren dessert, Tyrolean speck dumplings, Tiroler Gröstl fry-up or a Brettljause savoury plate with ham, cheese and salami served on a sunny terrace with a view of snow-covered mountain peaks? In Serfaus-Fiss-Ladis, even non-skiing guests can enjoy these culinary treats. The mountain restaurants can be reached via one of the many gondolas, a short walk or via the Masner Express, a converted snow groomer. Be it Sparkling Wine Breakfast, a Luxury Lunch or High Tea in the Crystal Cube at 2,600 metres or the Sunrise Hexensee experience with which early birds can enjoy a hearty breakfast on one of the most remote huts in the skiing area while watching the sunrise – no connoisseurs will be left disappointed in Serfaus-Fiss-Ladis. Tips for families: Guaranteed fun and thrill during the Kids Night in the Sonnenburg Family Restaurant – every Tuesday from 12 January 2021 in Fiss at Berta's Kinderland, including nighttime skiing for the little ones.

If you stop by the Skihütte Masner restaurant, take a look at the Schmugglerstube, or smugglers' bar, right next to the main entrance. On the walls are historical photos of young men in wool jackets, leather shoes and strap bindings on their skis. At that time they were the heroes of the local population and short texts explain their adventures. On their backs they carry heavy jute bags full of in-demand goods, which they brought over the border into the valley. Fortunately, today there are numerous lifts and gondolas that make ascent and descent much easier for winter visitors.

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-](http://www.serfaus-fiss-ladis.com)

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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