



Safe and endless winter fun!

In the Upper Inntal valley in Tyrol, the Serfaus und Fiss-Ladis skiing areas have been joined in sunny union for over 20 years. The numerous activities, experiences, and moments filled with fun on and next to the slopes transform the winter holiday into an incomparable lifestyle. In addition, the cleverly devised hygiene and safety concepts fulfil the highest requirements, without losing sight of the region's identity and individuality. Whether the new chair lift or the new toboggan run - even this winter the three mountain villages are waiting with surprises and new features so that each guest can enjoy "safe and endless winter fun".

It's still dark outside, but the first winter sports enthusiasts are already tramping through the crunchy snow. It's early in the morning and the Masner Express, a converted snowcat, is waiting at the top station of the Lazidbahn cable car in Serfaus to transport a group of mountain fans to the furthest corner of the skiing area – or to be precise, to Sunrise Hexensee at the Hexenseehütte mountain hut (2,588 m). Here, more than just an exciting mountain ride through the skiing area awaits the small group of early risers: a spectacular sunrise and a hearty breakfast in one of the most secluded huts in the Serfaus-Fiss-Ladis skiing region beckon – followed by a clear run on the pistes. There couldn't be a better start to a day of skiing. An unforgettable experience.

More winter feel for every taste and the whole family

Sunrise Hexensee is only one of the many extras that make a winter holiday in the Serfaus-Fiss-Ladis region so special. 20 years ago, the two skiing areas Serfaus and Fiss-Ladis in the Upper Inntal valley in Tyrol joined together and now offer 214 kilometres of optimally prepared pistes at all difficulty levels on the sun-kissed high plateau. But that's not all. To the left and right of the ski slopes, an extensive range of active opportunities beckon, with snowshoe tours, cross-country ski trails and routes, natural toboggan runs and winter hiking trails at altitudes of between 1,200 and almost 3,000 metres.

The holiday region has made a special name for itself as a family skiing region with the slogan "We are family" and has already received multiple awards for its family-friendly facilities. Two TOP ski and snowboard schools teach the youngsters skiing or snowboarding. In the Kinderschneealm und Murmlipark areas reserved only for them in Serfaus, as well as Berta's Kinderland in Fiss-Ladis, the children are playfully and lovingly introduced to skiing by ski instructors. Without the pressure to perform, with plenty of patience, and, most importantly, available in all the children's first languages. In addition, the two mascots Mürmli and Berta accompany the small skiers, making them laugh on this or that adventure ski run and theme piste. "At the Ski Schools Serfaus and Fiss-Ladis, the youngsters already learn to ski from the age of three", says Martin Stark, the Head of the Ski School Fiss-Ladis. "But we also offer quite a bit more than that," he adds, smiling.

More fun and thrill for old and young

There's no doubt about it: families and all those looking for more action will find multiple opportunities for entertainment throughout the skiing area. These include playgrounds, theme pistes, toboggan runs and racing tracks. The Fiss toboggan run will be newly constructed. The lower part of the Kuh Alm Fiss to the Sonnenburg restaurant and further on to Fiss will shine in a new light this winter. Thanks to the new snowmaking facility, the roughly three-metre wide natural toboggan is not only always bright white and perfectly groomed but is also festively lit up during the evenings. Also, the toboggan run's slope is not too steep and is therefore ideally suited

for families. The Schneisenfeger Family Coaster, which whizzes down from the Alpkopf mountain to the Seealm Hög restaurant, reaching peak speeds of up to 40 km/h, guarantees tobogganing fun for the whole family. Older kids who want to get their adrenalin pumping can ride with the Serfauser Sauser or let themselves be swung into steep heights with the Skyswing in Fiss.

Tip: Those who cannot get enough on the slopes during the day can enjoy nighttime skiing every Wednesday in Serfaus and every Tuesday in Fiss. Nighttime tobogganing also takes place in Serfaus every Wednesday and on Thursdays in Fiss.

More action on the slope

Meanwhile, freestylers can romp in eight Fun Areas and freeriders can find around twelve off-piste routes. Ambitious skiers and snowboarders put their skills to the test on the "Frommesabfahrt" – which, at about ten kilometres, is one of the longest pistes in Austria. Those who like things edgy will plump for the Direttissima – which, with an average gradient of 70 percent, can be a real test of nerves. "One of my favourite ski slopes is the "Zwölfer-Sportiv", as it's not only challenging but also wonderfully scenic," explains Ski School Head Martin Stark. There is also something new that will attract your attention: this upcoming winter, a highly modern, detachable 8-person chair lift with seat heaters, child-proof guard and bubbles transports winter sports enthusiasts up the mountain on the North Side of Fiss. The bottom station of the new run is located in between Zirbenhütte and Schöngampalm, whereas the top station remains at its same location around the Gratabfahrt, Zwölfer Sportiv und Zwölferabfahrt slopes. One reason for the new construction was of course the better connection of the ski slopes. The most important argument, however, is the reduction of waiting times at the lifts and thus the increased safety of holidaymakers.

More feasting and enjoyment: Regional products win approval

Speaking of Zirbenhütte: the snug mountain restaurant lies at the end of the Zwölfer Sportiv slope and attracts you with a big sun terrace, rustic ambience, and a first-class regional kitchen after a sporty day on the slopes. This restaurant is an architectural masterpiece built of Arolla pinewood. The enjoyment factor is increased still further by the high quality of the cuisine, because as Hut Manager Philipp Kaschutnig affirms: "As far as possible, we use only high-quality and regional products, such as eggs from local hens or the tender, aromatic meat of the Tyrolean Grey Calf." No wonder the "Grauviehpfandl" ("Grey Veal Pan") is one of his specialities and famed far beyond the skiing region.

Yet winter holidaymakers can enjoy culinary highlights with regional products throughout the skiing area. Best of all, even those who don't do winter sports can reach many of these gourmet restaurants, mountain huts and high pastures by cable car, and enjoy their unique atmosphere in the midst of the mountains. Incidentally, the children doing skiing courses are also amply catered for – for example at the children's restaurants Murmlirest and Starrest in Serfaus or at Berta's Kinderplanet in Fiss-Ladis, where the young skiers not only get to eat healthy dishes with regional ingredients, but also learn how to swoop to a perfect stop under the guidance of their skiing teacher.

The new Tyrolean single malt whisky "Fisky Imperial" is also well known for its regional quality. Whisky experts describe it as slightly smoky and earthy yet fruity, and have already given it an award. It's distilled from the original, native Fisser Imperial Barley (Fisser Imperial Gerste), a nearly forgotten grain which has only begun to be cultivated on the high plateau again in recent years. In cooking, Fisser Imperial Barley is used for making traditional Fisser Barley Soup, among other dishes.

More than just a ski stopover: Saying "I do" at 2,600 metres

No less special is a stop at the Crystal Cube on the Zwölferkopf mountain in Fiss, a giant cube with completely mirrored walls that protrudes obliquely into the landscape near the Z1 panorama platform at the top station of the "Almbahn" cable car, at an altitude of 2,600 metres. There is seating room for up to eight people here (subject to prior reservation) and the location affords a magnificent panoramic view of the breathtaking mountain scenery. Various finger foods, oysters and champagne will make sure that you will not only see but also eat until you can no more. Which is perfect for newlyweds to clink glasses, as the Cube isn't just an exclusive mountain restaurant, but also one of the highest-situated registry offices in Europe.

More relaxation on the piste: Wicker beach chairs in the snow

Those seeking to feel good and relax rather than marry can enjoy the view of snow-covered trees and mountain peaks from an ergonomic comfort lounger, a free-hanging basket, cosy wicker beach chairs or a comfortable hammock. "Throughout the skiing area, there are inviting "Feel-good Stops" ("Wohlfühlstationen") at the edge of the piste, where you can take a break from time to time," explains the ski school director. Why not simply pack some provisions and enjoy them while relaxing and catching some sun at one of these places of power? Yet the Feel-good Stops are just one part of the wide-ranging plan for providing enjoyment in the Serfaus-Fiss-Ladis skiing area. The day already begins in a completely relaxed way, without having to tote equipment or trudge in heavy ski boots, because there are spacious ski depots at the bottom stations of the three villages, where the winter sportsfolk can lock up all their skiing gear overnight, allowing them to comfortably stroll through the partially traffic-poor villages to the cable cars. In Serfaus, you do get a little more: here, the fully modernised, free village underground train – which is, incidentally, the world's smallest and highest-altitude air-cushion suspension underground railway – brings the guests all the way to the station called "Seilbahn".

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.

For further information:

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

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

Find us on:    

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