



Serfaus-Fiss-Ladis at a Glance

"We are family!" – this is the motto of Tyrol's sunny winter sports region Serfaus-Fiss-Ladis. Holidays with the whole family have a long tradition here. As early as the 1980s, the authorities here recognised the needs of families and developed a range of services built around guests' wishes – with success. Today, these mountain villages high above the Upper Inntal valley in Tyrol are the most family-friendly holiday region in the Alps. The three villages of Serfaus, Fiss and Ladis are offering first-class winter fun and snowsure slopes into spring, as well as countless hours of sunshine and lots of fun – both on and off the slopes. In short: winter holidays in Serfaus-Fiss-Ladis offer more variety than anywhere else. Activities for winter sports enthusiasts. Variety for the whole family. Adventures for thrill seekers. Breath-taking panoramas for those who like to take it slow. Extraordinary specialties for food lovers.

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: 1,143
- Guest beds: 7,315
- 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: 1.006
- Guest beds: 6,035
- Special features:
 - 600-year-old village centre with historical farmhouses
 - s'Paules und s'Seppls Haus (museum of local history)
 - Galerie am Kirchplatz art gallery

- 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 29 January 2023

Ladis (1,192 m):

- Population: 541
- Guest beds: 2,449
- 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 2021/22

- **12er-Bahn cable car on the North Side of Fiss:** The new, highly modern 8-person chair lift has heated seating, child-proof guard and bubbles. The bottom station is located between Zirbenhütte and Schöngampalm, and the mountain station remains at Gratabfahrt, 12er Sportiv and 12er Abfahrt slopes.
- **Toboggan run in Fiss:** The family toboggan run was completely redesigned for the 2021/22 winter season. The four-kilometre-long, three-metre-wide bewitched toboggan run goes parallel to the Witches’ Trail. It is set up with a snowmaking installation and can be light up at night for tobogganing. Because of its gentle slope, this toboggan run is ideal for families. It extends from Steinegg via the Kuh Alm Fiss and snowy meadows, past the Sonnenburg Family Restaurant, to the Schönjochbahn bottom station in Fiss.
- **Free ride routes Kuhalmroute and Schiltiroute:** There are two new free ride routes this winter. The red, one-kilometre long Kuhalmroute stretches across an altitude difference of 250 metres through ungroomed terrain and starts below the Kuh Alm Fiss. The Schiltiroute begins at Schönjochl at the Schönjochabfahrt, and runs 1.5 kilometres to Steinegg, which is 500 metres below in altitude. Fans of deep snow can now have fun on a total of twelve free-ride routes.
- **Access tunnel to Serfaus Underground:** The new 130-metre long, accessible tunnel from the parking lot gives guests and locals quick and convenient access to the Serfaus 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, 112 kilometres red, 27 kilometres black, 28 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
- 6 Fun Areas and 12 freeride routes
- 2 permanent racetracks, 1 carving track, 1 speed track and several mogul slopes
- 8 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-bera.at
- Numerous playgrounds, pistes with themes – such as the Bärenpiste (Bears Piste), Murmliweg trail, Tierpark (Zoo), Höhlenwelt (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.
- **Sunset Dinner Masner:** The romantic sunset is enchanting over a romantic candlelight dinner every Tuesday at the Monte Mare restaurant at an altitude of 2,430 metres.
- **Enjoying the slopes at night:** Every Wednesday night owls can ski and toboggan in Serfaus on illuminated runs and enjoy fondue at the Sportalm or a culinary journey around the globe and a panoramic view at the Komperdell Panoramic Restaurant. Every Tuesday,

Fiss offers night-time skiing with dining at the Möseralm and night-time tobogganing with fondue at the Sonnenburg Family Restaurant.

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

- **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.

WHERE HOLIDAY AND SAFETY GO HAND IN HAND

The safety and health of our visitors, staff and residents of the Serfaus-Fiss-Ladis region are our top priority. For this reason, we strictly adhere to all federal regulations pertaining to COVID-19. A special Covid Task Force has been established to ensure safety in the holiday region. The mountain railways, accommodations and restaurants have devised comprehensive hygiene concepts so that guests can have the safest and most carefree holidays possible. Serfaus-Fiss-Ladis also boasts extraordinary healthcare. A uniform, regional system for contact tracing has thus been established for food service and service providers. The "myVisitPass" is a secure, uncomplicated, digital means of personal registration.

Because of the current uncertainty with planning, many accommodations have decided to offer their guests a Serfaus-Fiss-Ladis cancellation guarantee for the 2021/22 winter season. This applies to all bookings made via the official Serfaus-Fiss-Ladis website or via the Tourism

Association.

The latest updates of COVID-19 regulations and measures can be found at www.serfaus-fiss-ladis.at/en/Live/Current-Information-Winter.

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.

- **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

"We are family!" – this is the motto of Tyrol's holiday region Serfaus-Fiss-Ladis. Because the mountains aren't just for adults but can be lots of fun for children too. Serfaus, Fiss and Ladis are three mountain villages steeped in history, located on a sunny plateau in the Upper Inntal valley in Tyrol, and are surrounded by the majestic peaks of the Samnaun mountain range and Ötztal Alps. At an altitude of between 1,200 and 2,828 metres above sea level, the holiday region offers all guests the ideal surroundings for diverse and incomparable winter holidays: activities for winter sports enthusiasts. Variety for the whole family. Adventures for thrill seekers. Breath-taking panoramas for those who like to take it slow. Extraordinary specialties for food lovers. Find out more at www.serfaus-fiss-ladis.at/en.

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