



Holiday fun in the snow for the whole family

The sunny winter sports region Serfaus-Fiss-Ladis has a long tradition of family-friendly holidays. Because the motto "We are family!" is not just a marketing promise, but a living tradition. 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 Tyrol's Inntal valley are the most family-friendly holiday region in the Alps.

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 or snowboarding 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 with Berta's Kindervilla 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 year-long toboggan track Schneisenfeger Family Coaster or the dragon-like Fisser Flieger, there's plenty to discover in a week of winter holidays. Even for family members who don't want to do downhill ski. They can enjoy some cross-country tracks or winter hikes at a leisurely pace. Some

high-altitude hiking trails are even suitable for baby buggies. If pushing through the snow is a bit too much, you can simply rent an electric pushchair or E-Buggy.

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/en/. By the way, by clicking on "Action" or "Skiing", the little ones are navigated through the diverse holiday activities in a child-friendly way and can thus explore what awaits them in Serfaus-Fiss-Ladis long before they arrive.

Enjoyment down the line

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?

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.

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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