



Serfaus-Fiss-Ladis at a Glance

True to the motto „Where my heart is at home“, the Tyrolean holiday region of Serfaus-Fiss-Ladis represents variety and completely carefree winter holidays at the highest level. It is a place of well-being, where all guests can take a break and relax in a free and carefree manner. For singles as well as best friends, families or three-generation groups. Because the mountains there not only have plenty to offer the grown-ups, but also the little ones. The three mountain villages, each of which enjoy history in abundance, are situated on a sunny high plateau above the Upper Tyrolean Inntal valley, surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. Between 1,200 and 2,828 meters above sea level, the holiday region offers all guests the best conditions for a multifaceted winter vacation: 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.

WINTER SEASON

The 2023/24 winter season begins on Friday 8 December 2023 and ends on Sunday 14 April 2024.

THE VILLAGES IN DETAIL

Serfaus (1,427 m):

- Population: 1,193
- Guest beds: 7,308
- 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"
 - Serfaus Parish Museum

Fiss (1,436 m):

- Population: 1,043
- Guest beds: 6,036

- 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: Kinderblochziehen (children's log pulling) on 28 January 2024
Blochziehen (log pulling) on 25 January 2026

Ladis (1,192 m):

- Population: 541
- Guest beds: 2,460
- 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
 - Galerie Rechelerhaus art gallery

NEWS IN WINTER 2023/24

- **The new Komperdellbahn in Serfaus:** With an impressive investment of more than 60 million euros, Komperdell cable car company is setting new standards: from December 2023, the brand-new Komperdellbahn will transport all mountain enthusiasts to the top of the Komperdell with an exceptional level of comfort. The 10-passenger gondolas enable a transport capacity of up to 3,000 people per hour and impress with their modern design and generous interior space. Skis and snowboards can now be carried in the gondola. In order to guarantee comfortable boarding and alighting, even with children, the cable car runs at a reduced speed in the stations. These areas are also suitable for pushchairs and barrier-free access.
The route takes you to the Komperdell via a newly built mid station on the *Mittelabfahrt* and offers several advantages: Firstly, the Gampen area is relieved, as ski and snowboard school groups can easily ski down the *Mittelabfahrt* to the mid station. Secondly, the last, steeper part of the descent can be avoided with a descent from the station to the valley. The Leithe Wirt restaurant is just a few minutes' walk from the mid station via an additional (winter) hiking trail.
The new features go even further – the bottom station now merges with the slope a little further north. This makes the entire Serfaus bottom station area much more spacious and generous. The ski depot in the existing bottom station building has been generously extended and equipped with around 5,000 parking spaces. The quality of service will of course be maintained, as the new ski depot will continue to focus on personal service.
The top station has been integrated into the existing Komperdell building, with all levels connected by escalators and lifts for convenient transport.

- **Serfaus middle slope:** The last section of the *Mittelabfahrt* (below the new mid station of the Komperdellbahn) has been completely redesigned, allowing almost all skiers to ski down to the Serfaus bottom station without any problems.
- **Schönjochbahn cable car top station panorama platform in Fiss:** All guests can reach the new panorama platform in Fiss directly from the exit of the Schönjochbahn. From here you have a unique view of the surrounding mountains and peaks.
- **Widening of the slopes at Hageleack in Fiss:** In summer 2023, the *Frommesabfahrt* in the Hageleack area has been extended. The widening of the previously narrow section is an important improvement for the popular *Frommesabfahrt* and further enhances the descent.
- **Smartphone Ski Ticket:** The new digital smartphone ski ticket is an alternative to the traditional keycard and is available in the online ski ticket shop. All you need is a compatible smartphone and the key2ski app. The smartphone logs in via Bluetooth and the access reader opens automatically.
- **Powerbank stations:** Powerbanks can now be picked up and borrowed at numerous Chimpy stations throughout the Serfaus-Fiss-Ladis region. They can be returned at any Chimpy point in Europe. No app or registration is required for borrowing.

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, 10 drag lifts, 30 belt conveyors and tow lifts
- A total capacity of 92,000 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
- 5 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 *Murmlil Park* 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-berta.at/en
- Numerous playgrounds, pistes with themes – such as the *Bärenpiste* (Bears Slope), *Murmliweg trail*, *Tierpark* (Animal Park), *Höhlenwelt* (Cave World), *Berta's Indianerland* (Berta's Indian Village), *Play^{TV} Indoor Playground*
- Childcare: half-day or all-day
- For children from 1-6 years: *Murmlikrippe* at the bottom station of the Komperdellbahn in Serfaus
- For children from 3 months: *Berta's Kindergarten* at the bottom station of the Möseralmbahn in Fiss
- Activities such as: Snowcat Ride, Behind the scenes, *Masner Express*, *Schneisenfeger Family Coaster* all-year toboggan run
- Flying attractions such as: *Serfauser Sauser*, *Fisser Flieger* and *Skyswing*

HIGHLIGHTS IN THE SNOW

- **SnowArt Genussfestival:** On the weekends from 8 to 10 and from 15 to 17 December, there's no better way to indulge in culinary and musical delights at select mountain restaurants than the SnowArt Genussfestival. Regional delicacies and local specialities will be served, conjuring up the local cuisine on everyone's plate. A wide range of live bands and individual artists provide the right rhythm. The sounds range from rock, pop, folk, blues, jazz and funk to pop songs.
- **Adventure Night Serfaus – "Reflection":** a breathtaking, gloriously colourful extravaganza featuring a laser show, artistes and acrobats from (among others) the Cirque du Soleil, and the impressive ski show presented by the Ski School Serfaus. Nighttime skiing and night tobogganing – every Wednesday.
- **Nightflow Fiss – "The Eagle Returns":** cool dancers, daring acrobats and the snowsport instructors from the Ski School Fiss-Ladis rock the Nightflow Arena. One special highlight is the brilliant ski jump for doing cool jumps. Night skiing – every Tuesday.
- **Magic Ladis – "Fire and Ice":** impressive figure skating display on the Lader castle pond with a spectacular light and fire performance – 1 February 2024.
- **Vibrant hustle and bustle at the Marktdorf by the castle pond:** an idyllic meeting place with a cosy atmosphere, traditional delicacies and local handicrafts at the foot of imposing Laudeck castle – every Thursday.
- **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 every Thursday night-time tobogganing with fondue and *Kids Night* 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:** for an exclusive break, relax here at an altitude of 2,000 metres. Various antipasti are served. A special highlight is the romantic fondue as part of the *Adventure Night*.
- **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.

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/kunden/serfaus-fiss-ladis and www.serfaus-fiss-ladis.at/en/Service/Press.

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