**For a safe winter holiday in Serfaus-Fiss-Ladis**

***One thing is as clear as a blue sky: this winter will be unprecedented. But don’t worry! Serfaus-Fiss-Ladis will kick off the supreme winter fun. As carefree as ever, but as alert as never before! The winter holidays will be safe!***

“We are family!” The motto of Serfaus-Fiss-Ladis is much more than just a slogan. It is a real promise. A promise that up here, in the upper Tyrolean Inntal valley, we watch out for each other. That we take responsibility for our guests, particularly during the winter holidays. And especially in this very special winter season. In the three mountain villages, safety is our top priority.

For a safe winter holiday and more. That is what the family-friendly region high above the upper Tyrolean Inntal valley stands for. Our guests in Serfaus, Fiss and Ladis can look forward to this winter more than usual, because they can expect even more quality, service and experiences. More carefree holidays. And they can be sure that their hosts will do everything to keep them healthy, thanks to the exceptional hygiene and safety concept.

**Winter holiday 2.0 in Serfaus-Fiss-Ladis: close to home and safer than ever**

When it comes to safety, Serfaus-Fiss-Ladis is exemplary. The employees will be tested for Covid-19 before the start of the season. 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. 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. In addition, 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. “Of course, we will continuously adjust our measures to the current requirements. Everyone is working together, because health is our top priority”, states Josef Schirgi, head of the Tourist Board.

One thing is certain: you can rely on the professionalism and credibility of one of the top ten ski regions in the Alps! Serfaus-Fiss-Ladis will continue to provide the accustomed perfect premium winter sport holiday – just with a little extra distancing and safety. But as carefree as ever!

**New for the winter 2020/21: even more free space for winter fans**

In Fiss, a new, highly modern 8-person cable car with seat heating and child safety will carry skiers and snowboarders high up to the snowy slopes this winter season. The Fiss toboggan run for the whole family will be completely reconstructed in two construction stages. At the start of the new winter season, the lower part, from the Kuh Alm Fiss, will be renewed. The new natural toboggan run, around three-metre wide, can be illuminated and snowed, and also has an ideal “family-friendly” inclination. The smallest, highest village underground in the world, gliding on air cushions, was a global sensation 35 years ago. In 2019 it was given a new shine. New this winter: thanks to the 130-metre-long barrier-free tunnel, winter athletes can get from the parking area in Serfaus directly to the underground – and to snowy heaven – even faster.

You can find current information on the winter season 2020/21, the Covid-19 guidelines and measures and the more flexible cancellation terms in Serfaus-Fiss-Ladis at [www.serfaus-fiss-ladis.at/en](http://www.serfaus-fiss-ladis.at/en).

Detailed information on the registration system “myVisitPass” is available at [www.serfaus-fiss-ladis.at/de/myvisitpass](http://www.serfaus-fiss-ladis.at/de/myvisitpass).

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

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