



Everything but usual

With more than 1,100 ski resorts in the Alps, picking the right spot for your 2021/22 winter holidays isn't easy! But some resorts stand out from the crowd – either through sheer size, or through their unique features. This is also true for Serfaus-Fiss-Ladis. Five surprising facts about the family-friendly ski resort in the Upper Tyrolean Inntal valley:

Underground traffic policy: the Serfaus Underground

36 years ago, it caused a sensation in traffic policy circles: the smallest, highest underground in the world on air cushions. To the moon and back, and then five times around the world – that's the distance covered by the *Serfaus Underground* since 1985. And in that time it has conveyed some 32 million passengers (without a single accident). In December 2019, the "Village Underground 2.0" kicked off its first winter season – brighter, roomier and accessible wagons and modernised stations. And naturally, it's still free for all passengers. By the way: with Vienna and Linz, Serfaus is one of just three places in Austria with their own underground. But it's the only one that's also in the top ten ski resorts of the Alps!

Adrenaline for all! The unique action attractions for the whole family

214 kilometres of perfectly groomed slopes, 68 modern facilities – no wonder that Serfaus-Fiss-Ladis has been in the running for the top ten best ski resorts worldwide for years. But skiing or snowboarding is not for everyone. No problem! Little (and large) action heroes can get their thrills all day long in Serfaus-Fiss-Ladis. For instance, at the *Schneisenfeger Family Coaster* in Serfaus, which offers tobogganing excitement for the whole family. For even more excitement, there's the *Serfauser Sauser Flying Fox* or the *Fisser Flieger*. On the latter, up to four daredevils at a time zip down a wire at up to 80 km/h at vertiginous heights above the snow toward the *Skyswing*. On this XXL swing, gravity is turned off for a moment.

Just say "I do": marrying at 2,600 metres in the Crystal Cube

Intimacy with an incredible view: the *Crystal Cube* is an oversized glass cube with completely mirrored sides at 2,600 metres altitude right in the middle of the ski resort of Serfaus-Fiss-Ladis. Provided you book in advance, you can feast like royalty. Sparkling Wine Breakfast, Luxury Lunch or High Tea – at the Crystal Cube, up to eight guests at a time can get to experience gastronomy at the highest level. A unique feature: at the Crystal Cube high above the roofs of Fiss, lovers can say "I do" in a romantic atmosphere in one of the highest and most spectacular civil registry offices in the Alps. Now that's a white wedding! But be careful – with the stunning 360-degree panorama, make sure you don't lose your voice at the decisive moment...

Shaky candidates? No, here children just learn faster

Not enough superlatives yet? In Serfaus-Fiss-Ladis, Austria's biggest ski kindergarten calls kids as young as three onto the thin planks. But that's not all! A one-of-a-kind attraction awaits the little racers of tomorrow: the Snow-V – a revolution in snowplough turning. The little ones stand on a kind of snowplough template that simulates the right movement. With this equipment, kids learn to do the snowplough up to one day quicker. But larger shaky candidates can also benefit from the novelty: "We also have a somewhat larger Snow-V for adult learners", says Eva Stark of the Ski School Fiss-Ladis, who was closely involved in its development. Snow-V – the modern way to learn the "pizza"!



Early birds in the snow: take the Masner Express to watch the sunrise

It is still pitch black and freezing cold when the Masner Express starts up early in the morning to the furthest part of the ski resort of Serfaus-Fiss-Ladis. The destination of the converted snowplough with passenger cabin is the *Sunrise Hexensee* at an altitude of 2,588 metres. Up here, a hearty breakfast and a spectacular sunrise await the early birds. And then? Carve the first trail into the virgin slopes! There's no better way to start a ski day. But of course, the Masner Express is not just for skiers and snowboarders – non-skiers can also travel to the *Hexenseehütte* restaurant. So why not bring grandma and grandpa along? Spending the holidays together enriches the lives of all three generations.

For further information about the Serfaus-Fiss-Ladis holiday region, about the precautions and measures surrounding the ongoing Covid situation, as well about the SFL-cancellation guarantee, head to www.serfaus-fiss-ladis.at/en.

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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