



Where mountains tell stories and summer knows no bounds

Some places tell stories – Serfaus-Fiss-Ladis writes them. The holiday region on the sunny high plateau in the Upper Inntal valley in Tyrol unfolds a summer world that effortlessly combines adventure, relaxation, enjoyment, and top events. Here, magnificent mountain landscapes merge with countless experiences. The peaks of the Samnaun mountain range and the Ötztal Alps awaken a longing for freedom, while clearly marked themed trails invite guests of all ages to discover and explore. Families, nature lovers, and adventurers alike get their money's worth – on panoramic trails, bike trails, or in the adventure parks. And at the end of each day, it's not just the memory that remains, but a story that everyone will remember for a long time to come.

There are places that simply make you feel good – the Serfaus-Fiss-Ladis holiday region is one of them. When it comes to leaving everyday life behind, the three Tyrolean mountain villages have their very own formula: genuine hospitality, deeply rooted traditions, and the unbridled power of nature. At around 1,400 metres, summer becomes an experience – sometimes indulgent, sometimes action-packed, but always unforgettable. Children immerse themselves in Thomas Brezina's *Adventure Mountains*, experience nature up close in the *Hög Adventure Park*, or follow the tracks of local wildlife on the new *Wildtierweg Trail* in Fiss. Nature lovers can explore the new *Georama Circular Trail Ladis*, mountain bikers can prove their skills in the *bike park Serfaus-Fiss-Ladis* or on exciting single trails – especially on the two new single trails, the *Bifitrail* and the *Leithetrail*. Families spend unforgettable hours in the *Serfaus Adventure World*, in the *Summer Fun Park Fiss*, or in the *Ladis World of Myths*. The region offers a perfect balance between adventure and relaxation and the locals live up to this philosophy with a warmth that makes every visitor feel truly welcome.

Where adventures begin and parents (sometimes) have time for themselves

Play, marvel, discover – in Serfaus-Fiss-Ladis, family time becomes an adventure. The region has long been regarded as one of the best family destinations in the Alps and offers everything that fills children with excitement, and parents too. The perfect mix of adventure and childcare is absolutely unique: while the little ones feel safe and secure in the *Murmli Crèche*, children aged 3 to 15 experience unforgettable adventures in the *Murmli-Club* in Serfaus or in the *Mini&Maxi-Club* in Fiss-Ladis. The popular mascots Murmli and Berta are always there. And the parents? Meanwhile, they have time to explore the mountains to their heart's content and enjoy their time alone.

But the best part is the shared experiences. On the new *Wildtierweg (wildlife trail)* in Fiss, families encounter life-size wooden sculptures, explore the animal world with augmented reality, and master a gamekeeper quiz. The thrills continue on the *Adventure Mountains*, developed by the famous Austrian children's book author Thomas Brezina. There, children can solve tricky puzzles with their parents on the *Pirates' Trail* in Serfaus, the *Witches' Trail* in Fiss, and the *Explorers' Trail* in Ladis. And from now on, the tricky puzzles are no longer only available in the classic puzzle booklet, but also digitally in the SFL app – for an even more exciting experience.



Worlds of adventure for young and old alike

And that's not all: Serfaus-Fiss-Ladis offers worlds of adventure that will delight children and adults alike. In the *Murmliwasser* in Serfaus, streams gush and water wheels spin, and the *Murmli Rodeo* invites little adventurers on a playful journey. Thrills await you on a ride on the *Schneisenfeger Family Coaster* summer toboggan run. In the *Hög Adventure Park*, a skill course, floating wooden islands, and a woodcutter playground, among other things, provide action-packed hours around the Högsee lake. The *Water and Sand Play World* at the Komperdellbahn cable car bottom station is also a paradise for little builders and water lovers: sparkling sand, bubbling water, and creative building worlds invite them to play.

The *Ladis World of Myths* combines history and adventure. Larger-than-life insects in the *Wode Park*, the mysterious *Wode bath*, and the 12-metre-high *Wode tower* whisk you away into a magical world. If you want even more adrenaline, *Summer Fun Park Fiss* is the place to be: the *Skyswing* mega swing, the *Fisser Flieger*, or the *Fisser Flitzer* summer toboggan run will get your pulse racing in seconds. Those looking for the ultimate high-altitude thrill can also dare to jump from the 13-metre-high jump tower onto a giant air cushion or head to Serfaus to whizz over the landscape on the *Serfauser Sauser Flying Fox* attraction. But whether fast-paced or playful – at the end of the day, only one thing remains: happy faces and unforgettable memories.

Active through the mountains – step by step or on two wheels

Whether on foot or by bike – in Serfaus-Fiss-Ladis, exercise becomes a journey of discovery through alpine landscapes full of new perspectives. The region is a paradise for recreational hikers and ambitious mountaineers alike. From a leisurely walk to a challenging summit tour on the 3,004-metre-high Furgler, the high plateau offers the right experience for every need. New this summer is the themed *Georama Circular Trail Lazid*, which leads families through the Serfaus mountains for around 1.5 kilometres setting out from the Lassida restaurant. It combines geology, landscape, and enjoyment in a playful way.

And for those who prefer getting out and about on two wheels? No problem! Early risers dare to take the *Early Ride* on the Schönjoch ridge in Fiss and explore the *Frommestrail* in the mystical morning light, while others enjoy varied mountain bike trails after a leisurely breakfast. The *bike park Serfaus-Fiss-Ladis* is the centrepiece for all bikers – with a training area, kids area, pumptrack, and slopestyle, it offers something for every skill level. In addition, there are two new trail highlights: the *Bifitrail* and the *Leithetrail*, which will delight riders with technical passages and flowing sections. If you prefer to save your energy, take the gondola – with your bike, of course. And those who want to improve their technique will find the perfect programme at the *Serfaus-Fiss-Ladis Bike School*.

Moments of pleasure between sky and valley

From cultural highlights to culinary delights, Serfaus-Fiss-Ladis offers a diverse range of truly special dining experiences. Regional specialities, such as Kaiserschmarren pancakes made from *Fisser Goggala* (eggs from local hens) or the single malt whisky *Fissky Imperial*, unfold their full flavour on the sun terraces of the mountain restaurants and huts – against the backdrop of the magnificent panorama.

If you want to head to the heights, you can dine in the *Crystal Cube*, a futuristic glass cube at an altitude of 2,600 metres, the place to go for gourmets – and the 360-degree view of the mountain landscape comes free of charge. Fancy a floating breakfast or lunch? Then hop aboard the *Gourmet Gondola* at the Schönjochbahn. The hosts serve Tyrolean specialties while the gondola gently floats up and down the mountain.



If you want to have a go yourself, the Schöngampalm is the right place for you: a private barbecue area with regional specialities such as Urgsee trout, Fisser beef, grilled cheese, and corn cobs ensures alpine barbecue moments. By the way: all mountain restaurants and alpine huts focus on the highest quality and regional products. The Leithe Wirt is particularly well-known for its enticing home-made sausage and meat specialities. Here, Tyrolean delicacies are refined in their own curing chambers and smoked in a small Selch hut. And if you want to quench your thirst after all the delicious food, try the *Tyrolean Sauerbrunn medicinal water* from Ladis – a soothing beverage that was appreciated by nobles as far back as the Middle Ages.

Music, enjoyment, and tradition – a summer packed with of highlights

From musical highlights, to culinary delights, to living tradition – Serfaus-Fiss-Ladis transforms summer into a stage for unforgettable experiences. At *MOUNDS – The music festival for the whole family* (13 to 18 July 2025), the mountains will become a concert stage with music workshops and live acts for the whole family. During the *Culinary Autumn* (1 September to 19 October) everything revolves about potatoes, culinary experiences meeting Tyrolean traditions and the traditional Thanksgiving. The whole family can enjoy a jolly cattle-drive from the high Alpine pastures back down to the valley (Almabtrieb) or the *Golden Fine Arts Festival* and the *Kunst am Berg*.

The *Magic Ladis – Water Show* at the Lader castle pond is a magical experience, where music, light, and water fountains merge into an enchanting production. The mountain villages themselves also invite you to celebrate: the *Lange Nacht* in Serfaus (from 10 July, every other Thursday) transforms the village into a promenade with live music and regional crafts. *Muiru Huangart* in Serfaus (irregularly Thursdays from 26 June to 9 October) is all about sociability, craftsmanship and local culinary offerings. In Fiss, the *s'Fest am Brunnen* (from 1 July, every other Tuesday) and the *Erlebnisabend* (from 8 July, also every other Tuesday) ensure convivial hours. While Tyrolean tradition meets indulgence at Brunnenplatz, the *Summer Fun Park Fiss* opens its attractions in the evening. At the *s'Fest im Dorf* in Ladis (on four Sundays in July and August), visitors can enjoy culinary delights and music performances. The *Summer Chill Out* in Serfaus, Fiss, and Ladis offers a special sound experience of jazz, blues, and classical music every Monday from 14 July to 8 September.

Enjoyably active – summer freshness with style

In Serfaus-Fiss-Ladis, the true luxury lies in the details – in the vastness of the landscape, the silence of the mountains, and the feeling of fully embracing the moment. It's not the speed that counts here, but the ease. Not the highest peak, but the most beautiful view. Best agers who appreciate comfort, quality, and experiences with depth will find just that here: a break that lasts. The *Panorama Enjoyment Trail* offers moments of joy, with gentle climbs and panoramic views that invite you to linger. If you want to dive even deeper into nature, follow the *Fisser Kraft- und Sinnesweg Trail* with its idyllic Feel-good Stops. The Seealm Hög or the Leithe Wirt, which serve regional specialities on sunny terraces, are perfect places to stop for a bite to eat. The region is also easy to explore on two wheels. Leisurely e-bike tours lead you along well-developed paths over alpine meadows – ideal for relaxed exploration tours. And if your stomach starts growling? Simply unpack your bulging alpine picnic backpack, spread out the blanket, and enjoy. No hassle, just pure time out.

Attention to every detail: service and comfort at the highest level

Summer holidays around the mountain villages of Serfaus, Fiss, and Ladis are an all-round carefree experience. Visitors can ride effortlessly to the most beautiful starting points for their



trips thanks to the unique infrastructure, with Serfaus Underground – the smallest and highest underground train in the world that floats on air cushions – as well as ten other modern facilities. By the way, if you have the “Super. Summer. Card.”, you can enjoy unlimited travel on all open mountain railways – the hikers' bus between the villages and guided hikes are also included: a convenience that makes discovering the area even more relaxing. Visitors can get the “Super. Summer. Card.” from designated partner companies for a small service fee.

The Serfaus-Fiss-Ladis app offers additional guidance and valuable tips, making planning easier with interactive maps, tour suggestions, and up-to-date information.

And the perfect place to stay? From charming chalets with alpine flair to luxurious wellness hotels – everyone will find their dream accommodation here.

For further information about the holiday region Serfaus-Fiss-Ladis head to www.serfaus-fiss-ladis.at/en.

Further press information and free photographic material is available on our press portal under www.serfaus-fiss-ladis.at/en/Service/Press.

About Serfaus-Fiss-Ladis

“Moments that last!” – under this motto, the Tyrolean holiday region of Serfaus-Fiss-Ladis invites you to enjoy a summer holiday at the highest level. Here, guests of all ages, whether alone, as a couple or with the whole family, can experience unforgettable moments and relax far away from everyday life. In Serfaus-Fiss-Ladis, it's not just adults who get their money's worth – even the little ones will find their own personal holiday happiness. The three charming mountain villages are located on a sunny high plateau above the Upper Inntal valley in Tyrol and are surrounded by the distinctive peaks of the Samnaun mountain range and the Ötztal Alps. Between 1,200 and 3,000 metres above sea level, the region offers everything that makes a mountain lover's heart beat faster: exciting experiences for the whole family, varied outdoor activities for sports enthusiasts, thrilling adventures for action fans, breath-taking panoramas for connoisseurs and culinary highlights for gourmets. You can find more information at www.serfaus-fiss-ladis.at/en.

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