



Where family dreams come true: summer holidays in Serfaus-Fiss-Ladis

From the first warming rays of sunshine in the morning to the golden glow of dusk: summer holidays in Serfaus-Fiss-Ladis, in the heart of the Tyrolean Alps, will be an unforgettable experience for every family. The region is more than just a holiday destination – it is a place full of moments of happiness and warmth for adventurers and relaxation-seekers of all ages.

Hand in hand with their parents, Ben and Elisa roam through alpine meadows and forests, where the sun's rays glint through the dense treetops, dappling the ground with light and shadow. Suddenly, the forest opens up to reveal a huge witch's book on an oversized table that seems to be from another world. With bright eyes and a puzzle booklet in hand, the children feel like courageous detectives on a mysterious mission. They are not just on a walk, they are part of an exciting story that takes the whole family through the holiday paradise of Serfaus-Fiss-Ladis.

Adventures in the mountains for young and old alike

The panoramic landscape of Serfaus-Fiss-Ladis is just waiting to be discovered – for example on playful hiking trails that are more than just paths through nature. They are an invitation to explorers of all ages to discover the secrets of the mountains.

In addition to the *Witches' Trail* in Fiss, which is currently captivating Ben and Elisa, there are other tricky puzzles waiting for families on the *Adventure Mountains*, which were created by the well-known Austrian children's book author Thomas Brezina: on the *Pirates' Trail* in Serfaus, they come across a ghost ship and go in search of valuable treasure – in the middle of the forest! And what's the story behind the mysterious tree house? The children will find out that and more when they solve the puzzle on the *Explorers' Trail* in Ladis.

But that's not the end of the hiking fun: there is so much more to discover on the numerous family-friendly themed trails. They are all designed with great attention to detail to not only reveal the beauty of nature, but also to fuel the imagination. For example, on the *Quellenweg*, for example, young hikers trace the water to its sources and gain exciting insights into the geology of the area. They visit the Serfaus mascot Mürmli on the *Mürmli Trail*, where one adventure after another awaits: sleeping bears, hooting owls, and even Talking Root Men! And who's that jumping around over there? Is that the jolly cow Berta, the mascot of Fiss-Ladis? No! It's the greedy gnome who you have to put a stop to on the *Golden Man Trail* using your knowledge of nature. Another highlight is the innovative adventure playground right by the Komperdellbahn bottom station in Serfaus. Located at the end of the idyllic *Holzkuigelweg trail*, the new *Water and Sand Play World* whisks families away into a realm of fantasy and shared experience. The air is full of the sounds of lapping, gurgling, splashing water and children's laughter. The large sand play area has plenty of space for creative building and promotes playful learning in nature. And what about the parents and grandparents? They can relax on comfortable seating with a refreshment in hand. Those who want to discover even more have numerous new options: The *Georama Circular Trail Lazid* leads families from the Lassida restaurant through the Serfaus mountains over 1.5 kilometres and combines geology, landscape and enjoyment in a playful way. On the *Wildtierweg (wildlife trail)* in Fiss, sculptural, interactive and digital experience stations are combined and, thanks to augmented reality, enable an exciting and surprisingly real journey of discovery into the world of local wildlife. And the *Family Adventure Trail* has been revised and equipped with new information boards – two hours full of exciting puzzles await you here.



You can switch your brain on as well as switch off

If you want to swap fantasy for facts for a while, visit the *Georama Lassida*, for example. Here, explorers and hobby researchers take up a shovel themselves at the sand excavation site and go on an exciting journey of exploration. They will learn interesting facts about the world of rocks, minerals, and fossils. Things get a little mystical in the *Children's Mine* at Fisser Joch ridge at 2,346 metres above sea level. Numerous legends surround the abandoned quarry – there is even treasure to find! This takes skill and brains, which children can demonstrate on balance machines and climbing stations, in a labyrinth, and in a cave experience tunnel. Those who do particularly well – and are also a little lucky – will find beautiful glittering stones at the end.

Boredom takes a holiday somewhere else!

In the leisure paradise of Serfaus-Fiss-Ladis, there are countless possibilities that make a summer holiday with the whole family unforgettable. In large play areas, there are thrilling activities and attractions that children will love. The *Hög Adventure Park* offers plenty of fun for little nature explorers with giant milk jugs, a cowpat trampoline, and a wooden ball track. The highlight is the summer toboggan run, the *Schneisenfeger Family Coaster*, that takes you whizzing along at up to 40 kilometres per hour through the Serfaus mountain landscape. And afterwards, a little relaxation – or even more action? You can do either at Högsee lake!

Want more thrills? Then off to the *Summer Fun Park Fiss*! Whether on the 13-metre-high diving platform with a huge air cushion, in the *Skyswing* mega-swing with three different levels, in the *Fisser Flieger*, which whizzes over the heads of visitors at a maximum speed of 80 km/h, or on the *Fisser Flitzer* summer toboggan run, which runs through a jungle and an ice cave, for example – the adrenaline rushes and the air is full of children cheering.

It is particularly fascinating to discover marmots in the *Murmliwasser* in Serfaus – yes, you read that right! The animals can be observed in their natural environment, whether in the enclosure or the marmot cave. In addition, there are numerous interactive play and experience stations with water, sand, and wood. You can also find animals at the *Wode Park*. There are no cute marmots here, just two and a half-metre ants, four-metre-long earthworms, and gigantic beetles. They are part of the fabled story of the giant Wode from the Urgtal valley. The fairytale tower reveals its secrets, the twelve-metre-high *Wode tower* offers a magnificent view, and if you look closely, you can even spot the head of the giant in the *Wode bath*!

Good moods all round – even when the sun goes in

If the weather doesn't play along, there is the huge *Play^{IN} Indoor Playground*, right at the Komperdellbahn bottom station in Serfaus. Children will quickly forget about the rain and time will fly by on the twelve different climbing walls and two climbing towers, in the bouldering room, in the soft play area, or in the laser room. At the bottom station of the Schönjochbahn in Fiss, the *Fiss Indoor Arena* also has a minigolf course and an indoor playground with a children's cinema, among other attractions.

More action for the children and a well-deserved break for the parents

Spending the whole day together, experiencing joint adventures, and creating unforgettable family moments – as amazing as holidaying with your offspring is, sometimes parents need a short break or a few hours just the two of them. To ensure the holiday is the best time of the year for parents as well, there are several childcare options in Serfaus-Fiss-Ladis – by the hour or all day. Play and fun with the two mascots Murmli and Berta is on the agenda for little ones aged 1 to 2 years old at the *Murmli Crèche* at the bottom station in Serfaus and for kids aged 3 to 15 years old at the *Murmli-Club* in Serfaus and the *Mini&Maxi-Club* in Fiss-Ladis. The children's



entertainment in the two children's clubs is available to all SFL visitors free of charge – just like the hikers' bus and guided hikes. And the "Super. Summer. Card." also includes unlimited use of all open cable cars. Guests can get these from designated partner accommodations for a small service fee. So nothing stands in the way of a stress-free holiday!

The whole family will come together again at the numerous events and festivals, such as the *Lange Nacht* and the *Muiru Huangart* in Serfaus, the *s'Fest am Brunnen* and the *Erlebnisabend Fiss*, or the *Magic Ladis – Water Show* and *s'Fest im Dorf* in Ladis. A highlight is *MOUNDS – the music festival for the whole family* from 13 to 18 July 2025. Daily workshops and rousing concerts promise entertainment at the highest level again this year. You can find more information at www.mounds.at and information on all events and festivals at www.serfaus-fiss-ladis.at/en/News-Events/Event-schedule.

By the way: Murmli and Berta present everything there is to experience and discover in Serfaus-Fiss-Ladis on the children's website specially designed for youngsters, www.murmli-bertha.at/en. They won't be able to wait for the next holiday in Serfaus-Fiss-Ladis!

Further press information and free photographic material is available on our press portal at www.hansmannpr.de/kunden/serfaus-fiss-ladis and 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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