



From thrilling heights to culinary delights: the super summer for all generations

From June 14th, it's all about pure summer fun on the sunny high plateau of Serfaus-Fiss-Ladis – for young, old, and everyone in between! The region in the Upper Inntal valley in Tyrol welcomes guests with open arms and experiences that bring generations together: the thrill of the heights, family adventures, and culinary delights. Full of moving moments and hospitality that makes you feel right at home. For a summer that not only inspires you, but brings you together.

So what's in the perfect holiday mix? A generous dose of relaxation, seasoned with good humour, outdoor experiences, and a pinch of adventure. And the setting? The majestic mountains of Tyrol. And where does this fabulous mix become reality? In Serfaus-Fiss-Ladis, where nature meets first-class infrastructure. Here, being active and having fun go hand in hand. From summits to mountain ridges, from mountain bike trails to lovingly designed themed trails – there is something for everyone here. The region is packed with experiences for all tastes: families can find variety, adrenaline junkies can get their kicks, those seeking peace and quiet can discover calm places of power, holidaymakers in their prime can enjoy stylish activities without the hustle and bustle, and connoisseurs can indulge their palettes in the open air: a summer to remember.

A breath of fresh air for your summer holiday

From June 14th, a new summer season will be kicking off in the three mountain villages of Serfaus, Fiss, and Ladis – with new highlights for explorers and connoisseurs: the *Georama Circular Trail Lazid* opens this summer and will lead families on a 1.5-kilometre circular trail through the Serfaus mountains, setting out from the Lassida mountain restaurant. It combines geology, landscape, and enjoyment in a playful way. The several marble runs you can play on with stone balls are a special highlight along the path. On the redesigned *Family Adventure Trail* in Serfaus, children become little naturalists – equipped with a puzzle booklet, they make their way through a fairytale forest, across various climbing and obstacle courses, and to stunning viewpoints. The *Wildtierweg* in Fiss opens a window onto the local fauna: deer, eagle, and the like come to life for young and old thanks to augmented reality. A new dimension of exploring and experiencing nature up close.

Experience, conquer, discover: adventure awaits

Whether with your partner or family, as a group of friends, or for the young at heart – Serfaus-Fiss-Ladis becomes a playground for adventure seekers. Nestled between the Samnaun mountain range and the Ötztal Alps, nature shows off its generous side. Above all, with beautiful nature and numerous activities. The *Bifitrail* and *Leithet trail* single trails attract mountain bikers, while the *Bikepark Serfaus-Fiss-Ladis* with Kids Area, Training Area, pumptrack, and slopestyle offers activities for every level. Early risers can hike in the mountains in the morning light, while connoisseurs can stroll along the *Panorama Enjoyment Trail* in the pleasant afternoon sun. Families and grandparents can discover the *Murmliwasser*, romp around in the *Hög Adventure Park*, or plummet along the *Schneisenfeger Family Coaster* summer toboggan run. Those looking for even more thrills can fly through the air on the *Serfauser Sauser*, dare to jump from the 13-metre-high jump tower in the *Summer Fun Park Fiss*, or test their courage and stomach on the *Skyswing* mega swing, in the *Fisser Flieger*, and on the *Fisser Flitzer* summer toboggan run.



Invigorate your senses

If you're seeking summer, you'll not only find it on the sunny high plateau, but also taste it with every bite. Regional specialities are paired with far-reaching views on the sun terraces of the huts and mountain restaurants. From Kaiserschmarren pancakes from the *Fisser Goggala* to the single malt whisky *Fissky Imperial* – each speciality here is a unique pleasure. Various events make the experience complete: from *MOUNDS – The music festival for the whole family* that makes children's eyes light up, to the *Lange Nacht* and the *Muiru Huangart* in Serfaus and the *Erlebnisabend* or the *s'Fest am Brunnen* in Fiss, to the *s'Fest im Dorf* and *Magic Ladis – Water show* in Ladis – there is always something going on in the three mountain villages. The crowning glory of the season is *Culinary Autumn*, this time dedicated to potatoes, which showcases the most aromatic side of the region. Pleasure-seekers over 50 in particular will find peace, depth, and inspiration in these moments, away from the hustle and bustle of everyday life.

Summer, sun, and hospitality

"You feel at home here" – that is the greatest compliment for a host. In Serfaus-Fiss-Ladis, this is not just an expression, but an attitude. Here, hospitality is a way of life, not just a promise. Those who want to enjoy their holiday to the fullest will benefit not only from more than 2,000 hours of sunshine a year, but also from the "Super. Summer. Card.", which gives all guests of designated partner businesses unlimited access to the region's open cable cars. With the Serfaus-Fiss-Ladis Guest Card, all guests in the region can take advantage of kids' entertainment at the two kids' clubs, the hikers' bus, and guided hikes. The Serfaus Underground brings urban ease to the alpine village, so you can take a welcome break from driving. Childcare and entertainment in the clubs, guided hikes for every generation, time for yourself – or for each other: summer holidays just the way you dream of. Diverse. Genuine. Unforgettable.

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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