



Come with us into a world of adventure!

"We are family!" The motto of Serfaus-Fiss-Ladis represents the endless opportunities for adventure, play, sport and relaxation. Located high above Tyrol's Upper Inntal valley, the holiday region has a soft spot for children, and attracts active families seeking holidays in the mountains with world-class infrastructure.

People want to go on holiday again – that's one of the findings in a study undertaken on behalf of the Austrian National Tourist Board. The survey also revealed what families want on their summer holiday in 2021. The top 4 things were relaxation, recreation, getting away from the pressures of everyday life, and experiencing nature. Even more important in the future is that holiday makers want to enjoy a rejuvenating break, to move around in unspoiled natural surroundings, and spend time with family. These are all points that fit Serfaus-Fiss-Ladis like a glove. This is because the three Tyrolean villages are pioneers when it comes to family holidays in the mountains. And not just in Tyrol, but in all of Austria. And not just since coronavirus, but for many years already. Hence the holiday motto: We are family!

"Everyone pulls together here because health is the number one priority," says Josef Schirgi, head of the Serfaus-Fiss-Ladis Tourist Board. "In particular, we cater for families with children – this is at a time when one has to take special care of oneself and others. We are family! expresses precisely that." Naturally, safety and hygiene measures in Serfaus-Fiss-Ladis are always up to the latest standard.

Bored stiff and sick of endless walks on a family holiday? Not in Serfaus-Fiss-Ladis!

The south-facing sunny balcony high above Tyrol's Upper Inntal valley has been one of the best-loved family holiday destinations in the Alps already for some time. Need persuading? "Buckle up and step on the gas!" is the motto for the *Schneisenfeger Family Coaster*. At a speed of 40 km/h, young and old whizz along from the Alpkopf over Serfaus directly to the *Hög Adventure Park*. If you want more thrills, there are many more possibilities, from the huge *Skyswing* to the *Fisser Flieger*, a ride that gives you the feeling like you're actually flying. The adventure continues around Serfaus-Fiss-Ladis at the *Children's Mine* on the Fisser Joch ridge, at the *Georama Lassida* mineral and fossil park, and at the *X-Trees forest rope course*. In the mood for cycling? Serfaus-Fiss-Ladis has a seemingly unending trail network – not to mention a world-class bike park for the whole family. "We are family" becomes "We are action, adventure and adrenalin" here!

Shared adventures bind families together like superglue

On family holidays spent together, parents stressed by day-to-day life can take a deep breath, while children can get what they want the most: fun, adventure and excitement. No more need for chocolate! As an old saying goes, nature is the best holiday host. So, head on down the *Pirates' Trail*, the *Witches' Trail*, or the *Explorers' Trail*! Thomas Brezina, the most famous children's and young adult author in Austria, has specially designed these three themed trails for the Tyrolean holiday region. Even more in the mood for nature? If so, the *Wode Park* is just perfect. In the mythical woodland round the *Wode bath* and *Wode tower* in Ladis, explorers young and old can uncover mysterious stories about the giant Wode. In Serfaus-Fiss-Ladis, things will simply never get boring!

Excitement for the younger ones, relaxation for the older ones

On holiday, adults may want some peace from the kids, and vice versa. All the better when



everyone is best taken care of. Serfaus-Fiss-Ladis offers professional childcare, even for very little ones. This way, parents can be 100% sure that the kids will be perfectly fussed over if they want a child-free day hiking. And while parents get the gondola to the lookout point – incidentally free of charge with the “Super. Summer. Card.” – children can play, run riot and race around with “Murmli” the marmot and “Bertha” the cow. These two are the mascots for the children's clubs *Murmli-Club* in Serfaus and *Mini&Maxi Club* in Fiss-Ladis. And after an exciting or relaxed day on holiday, families can meet up again at their accommodation in the late afternoon. Who had the greatest adventure today?

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” – so the motto goes for the Serfaus-Fiss-Ladis holiday region in Tyrol. This is because the mountains here don't just have something to offer adults, but also children. The three mountain villages of Serfaus, Fiss and Ladis, each one steeped in history, lie on a sunny high plateau above Tyrol's Upper Inntal valley, and are surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. Located between 1,200 and 3,000 metres above sea level, the holiday region provides all guests with the best conditions for an eclectic summer holiday like no other. Amazing variety for the whole family. Adventure for lovers of action. Activities for lovers of outdoor sports. Astonishing panoramas for appreciative souls. Attractive food and drink for gourmets. Find out more at www.serfaus-fiss-ladis.at/en.

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