



THEME SERVICE

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DEAR TRAVEL JOURNALISTS AND BLOGGERS,

Many skiing areas have powder snow, perfectly prepared pistes and a panorama worthy of a postcard. But that isn't enough for the Serfaus-Fiss-Ladis holiday region. It wants to be more than just a top skiing area. It wants to be a place for everyone, whether young or old, beginner or expert, skier or winter hiker. In a nutshell: for the whole family.

There's a reason the motto of our sunny winter paradise, Serfaus-Fiss-Ladis, is "We are family!". Holidays with the whole family have a long history high above the Upper Tyrolean Inntal valley, it's not just a marketing promise. Better still, it's a living tradition. As early as the 1980s, the providers here recognised the needs of families and developed a sophisticated range of services based on guests' desires. And they succeeded. Today, the three mountain villages are considered the most family-friendly in all the Alpine region.

In this Theme Service, we've brought together the unique features that give Serfaus-Fiss-Ladis its special character. The aim is for these to inspire and to serve as a basis for research. Would you like more? Then let's have a personal chat. We'll gladly help you to carry out an individual research trip.

We look forward to meeting you!
The Serfaus-Fiss-Ladis team



NEWS winter 2021/22

// Cutting edge and powerful: the 12er-Bahn cable car

Skiers will love this – shorter waiting times and better connections between ski runs. The new 12-er Bahn cable car in Fiss, a cutting edge, detachable 8-seater chairlift with heated seats, child safety locks and bubbles will be swooping up the mountain on the North side of Fiss this winter. The new cable car's bottom station is located between Zirbenhütte and Schöngampalm mountain restaurants, the top station remains at the same location near the Gratabfahrt, 12er Sportiv and 12er Abfahrt ski runs.

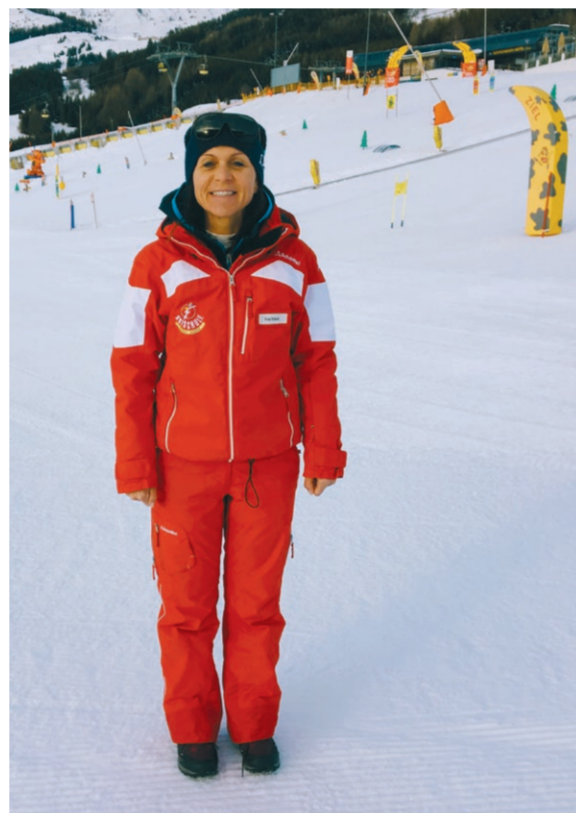
// Perfectly groomed and lit up at night: The bewitched toboggan run in Fiss

Families will love these four kilometres of slippery fun. This current winter season sees the natural toboggan run in Fiss sporting a whole new look. The bewitched toboggan run now extends to around four kilometres parallel to the Witches' Trail and promises a bundle of fun for all ages. The run is kept in top condition thanks to the new snow-making system and is spectacularly lit up at night. The toboggan run also does not have a particularly steep gradient making it ideal for families.

// Adventure on untouched slopes: new freeride routes

Fans of deep snow will love our two new freeride routes this winter season. The red, one kilometre long Kuhalmroute traverses an altitude difference of 250 metres and begins below the Kuh Alm Fiss. The Schiltiroute starts at Schönjochl near the Schönjochabfahrt ski run and takes you 1.5 kilometres down to Steinegg 500 metres below. This means freeriders now have a total of twelve freeride routes and three trails to choose from.

INTERVIEW PARTNER: EVA STARK



The children's ski school pioneer

Eva Stark is an inventor, a training manager with the Tyrolean and Austrian Ski Instructors' Association and basically the good maverick of Serfaus-Fiss-Ladis. In an interview, the skiing expert explains her recipe for success:

Ms. Stark, your motto is that children should learn to ski with enthusiasm and fun. How do you manage it? Variety is the magic word. This is why we've reinvented the ski school and approach teaching differently from other schools. In Berta's Kinderland, an extensive "children's mountain", the youngsters learn to ski with innovative learning aids on lovingly designed pistes. Our success formula is: the younger the children are, the more playful variety they need in order to maintain their motivation.

With your innovative drive, you've also developed the Snow-V for children. What is that exactly? The Snow-V enables children to playfully learn the pattern of movements for doing the snow plough. The device automatically brings them into the correct posture. In this way, they can soon celebrate successes and retain their enthusiasm for learning.

You're often described as a pioneer, but you don't really like hearing it. Why is that? Well, of course you can say that if you like (laughs). I just believe that you should never rest on your laurels. That's why we're constantly modernising our infrastructure, constantly developing new pedagogic concepts and meticulously working on innovative teaching methods and procedures. We never stand still.

STORY IDEA

3 generations in the snow

A family holiday enriches the life of grandparents, parents and grandchildren. This fact has long been known in the Serfaus-Fiss-Ladis skiing area, and so efforts have been made to optimally adapt services to the needs of three generations.



Psychologists, educators and sociologists are unanimous: the extended family is seeing a revival. And spending time together is just as good for the grandparents as it is for the grandchildren and their parents. Creative minds in Serfaus-Fiss-Ladis have long recognised this and have come up with quite a few ideas to ensure that a winter holiday with three generations is a truly joyful experience.

More than a ski school At Austria's largest ski kindergarten, the children not only learn to ski but also receive more general educational care. There are separate children's areas, special children's restaurants, theme pistes and numerous attractions that go beyond winter sports.

More than skiing 214 kilometres of optimally prepared pistes already speak for themselves, but Serfaus-Fiss-Ladis has still more to offer – particularly when it comes to helping families share experiences together. Guided snowshoe hikes, action-packed toboggan rides on the Schneisenfeger Family Coaster, walks along the winter hiking trails cleared for strollers, or one of the night-time show performances in the snow. What would you like to do today?

More than just lunch In Serfaus-Fiss-Ladis everyone can actively take part in the extended family's winter fun even if part of the family doesn't ski, because pedestrians can also get right into the heart of the skiing area very comfortably by cable car. The special feature: Most of the cable cars are suitable for wheelchairs and rollators. Now there's nothing to prevent families from having lunch together on the sun terrace of a mountain hut.

Would you like to find out more about the topic of "Three-generation holidays in Serfaus-Fiss-Ladis" or do you want to go on a research trip? Then please feel free to contact us.

SERFAUS-FISS-LADIS

Pezid
2,770 m

Masnerkopf
2,828 m

Hexenkopf
3,036 m

Lawenskopf
2,877 m

Furgler
3,004 m

Rotpleiskopf
2,936 m

Gamsbergkopf
2,821 m

Planskopf
2,804 m

Oberer Sattelkopf
2,596 m

Zwölferkopf
2,596 m

SERFAUS

1,427 m

Serfaus is the most tourism-focused place with 7,315 guest beds. This Romansch mountain village has also boasted a special kind of infrastructure for over 35 years – the entire village centre is traffic-calmed. Everyone can breathe free, especially families with children. Kids can enjoy carefree fun in the Murmli Park ski meadow right in the middle of the village.

TYPICAL SERFAUS

“Subterrifically” good

It has had a whole new look since 2019 and transports guests and locals to the cable car bottom station at the end of the village – free of charge and free from noise and emissions. Thanks to a barrier-free access tunnel, passengers can now get from the car park at the village entrance to the Serfaus Underground even faster.



FISS

1,436 m

In Fiss, history is alive, particularly in the over 600-year-old village centre. For today, with its solidly built farmhouses and their distinctive entrances, Fiss still radiates the charm of a scattered Rhaeto-Romanic village and many traditions have been preserved in its winding streets. Visitors to the museum of local history or “Heimatmuseum”, which is located in a renovated farmhouse called the “s’Paules und s’Seppls Haus”, will get a fascinating insight into the local customs.

TYPICAL FISS

Tyrolean character

“Fisser Imperial Gerste” barley is a rugged, almost forgotten cereal that originated on the Tyrolean high plateau in Fiss municipality. Farmers, brewers and restaurateurs now use it to produce delicious and innovative dishes such as the Fissky Imperial Tyrolean single malt whisky, tasty beer or hearty barley soup.



LADIS

1,192 m

The smallest of the three villages is simply bursting with history: where the Romans once established a stopping point on the “Via Claudia Augusta”, today holidaymakers enjoy the historical picture of lovingly renovated, centuries-old farmhouses. Fresco paintings, outside staircases and carved gables dominate the Rhaeto-Romanic villagescape and transport the visitor back to a long-forgotten age.

TYPICAL LADIS

“Tiroler Sauerbrunn”

The farming village of Ladis has been famous for its sulphur and acidulous mineral springs (“Oblader Sauerbrunn”) since the Middle Ages. Today, the Tyrolean family business fills 300,000 bottles a year – as many as other producers fill in one day. However, one shouldn’t forget that the curative spring arises at an altitude of 1,386 metres and the Sauerbrunn is Austria’s highest-altitude filling plant.



Did you know that in Serfaus-Fiss-Ladis...

35

... every night, up to 35 snowcat drivers prepare the descents in the ski area so that the guests can enjoy great, fresh skiing every day?

20



... lessons on the slopes can take place in 20 different languages? Whatever the course – every student can learn in their mother tongue.

1,440

... in cold temperatures, around 1,440 snow makers are in use?

2,828

... the M1 panorama platform on the Masnerkopf mountain is, at 2,828 metres, the highest point in the skiing area? In addition, a big stone sculpture of a bearded vulture by the Serfaus sculptor and artist Walter File stands there.

2,000

... although the sun shines for about 2,000 hours a year, the average temperature has cooled by 0.6° C over the past 30 years?

125,000

... several areas are reserved exclusively for children? In all, an area of 125,000 m² is available for the children in the skiing area. In Serfaus, the children have fun in the Murmlipark and on the Kinderschneealm skiing area, while in Fiss-Ladis Berta’s Kinderland beckons.

SUSTAINABLY GOOD

A ski hut with its own recycling plant

In Serfaus-Fiss-Ladis, waste is separated as a matter of course. And very consistently at that. Mountain restaurants like the well-known “Zirbenhütte” even run their own recycling stations. The waste is immediately separated on the spot and compressed using the hut’s own press. Once the snow thaws, the compact packs of waste are then transported down to the valley. This way, the hut landlords manage without CO₂-intensive helicopter flights or drives with the snow-grooming vehicles.

INGENIOUSLY REGIONAL

A sustainable lifestyle and the strong sense of solidarity in the region is also noticeable on the menus of the local restaurants: for example, hut landlords are not the only ones who pay the local farmers about 15% more than the market price for regional meat products. Why? Because everyone benefits, with short delivery distances for the farmers and outstanding quality and fresh dishes for the guests. In Fiss, therefore, the popular sugared pancake dish “Kaiserschmarrn” is always made with “Fisser Goggala” – eggs from Fiss.

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