



A cheer for the mountain summer!

No matter whether alone, with the family or with friends - Serfaus-Fiss-Ladis has been making the mountain world more accessible and enjoyable for families and connoisseurs than almost any other holiday region in the Alps for years. But there is also plenty for sports enthusiasts and action fans to experience. The three mountain villages in Tyrol start the summer season on 11 June.

Mountains make us happy and give us strength. They inspire and allow us to forget the stress of everyday life. There's hardly a better place to get to know the combination of nature, exercise and action than the Serfaus-Fiss-Ladis holiday region. True to the motto "A cheer for the mountain summer", the three Tyrolean mountain villages not only stand for variety and enjoyment, but also for completely carefree mountain holidays at the highest level – for singles, best friends, families or as a three-generation group. The season starts this year on 11 June.

Alpine romance, sporting diversity and fulfilling family time

Whether on foot or on a mountain bike, with the kids or alone – the Serfaus-Fiss-Ladis holiday region is a pioneer when it comes to mountain holidays. Not only in Tyrol, but throughout Austria. It combines alpine romance, sporting diversity and family time in the most compact of spaces like hardly any other destination. Situated on a sunny high plateau above the upper Tyrolean Inntal valley, holidaymakers will find a holiday idyll here where living traditions, real adventures and culinary delights are harmoniously combined to create a unique mountain experience. Better said, Serfaus-Fiss-Ladis offers alpine lifestyle at the highest level.

Escaping everyday life step by step

The perfect infrastructure means that the magnificent mountain world can be discovered by all members of the family. That being said, the lifts swing towards the sun from 11 June to 16 October 2022, taking both big and small mountain enthusiasts to lofty heights. While some people enjoy the panorama of the 3,000-metre peaks of the Samnaun mountain range and the Ötztal Alps at the so-called Feel-good Stops, others take it in step by step. For example, on family theme trails suitable for strollers, on well-signposted hiking routes or on flowing bike trails.

But that's not all. Not only does the magnificent nature in Serfaus-Fiss-Ladis provide visitors with a welcome distraction. Numerous events and activities will also attract visitors this year and help them forget about everyday life. There is a wide range of events on offer, from *MOUNDS - the music festival for the whole family with a sundowner concert* at the Lader castle pond to the *Lange Nacht* or the *Muiren Huangart* in Serfaus to the *Erlebnisabend Fiss, s'Fest am Brunnen* and *Magic Ladis - Romantic Summer Night* in Ladis.

By the way: Every guest who stays at one of the designated partner accommodations in Serfaus, Fiss or Ladis will receive the "Super. Sommer. Card." service card, ensuring that nothing stands in the way of first-class time-out in line with the "zero worries principle". This card allows you to make unlimited use of all open cable cars, including the mountain adventure worlds in Serfaus-Fiss-Ladis. The children's entertainment programme in the two children's clubs, the hiking bus and guided mountain hikes can be enjoyed by all SFL guests.



For further information about the 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

True to the motto "A cheer for the mountain summer", the Tyrolean holiday region of Serfaus-Fiss-Ladis represents variety and completely carefree mountain holidays at the highest level. For singles as well as best friends, families or three-generation groups. Because the mountains there not only have plenty to offer the grown-ups, but also the little ones. The three mountain villages of Serfaus, Fiss and Ladis, each of which enjoy history in abundance, are situated on a sunny high plateau above the upper Tyrolean Inntal valley, surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. The mountain idyll provides the best conditions for an unforgettable mountain summer for all guests at an altitude of between 1,200 and 3,000 metres above sea level: full of living traditions, real adventures and culinary delights. But also with high mountains, cool mountain lakes and vast alpine pastures, where the jingling of cow bells is the latest thing to drive away everyday life. More information can be found at: www.serfaus-fiss-ladis.at/en.

For further information:

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