



THEME SERVICE



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DEAR TRAVEL JOURNALISTS AND -BLOGGERS,

vertiginous peaks, stunning panoramic views and traditional local delicacies are enough to quicken the pace of any heart. In short: mountains make people happy. And nowhere is this truer than in Serfaus-Fiss-Ladis. Whether you're on foot or on your bike, on your own or with someone else, with your friends or your whole family, you'll not find anywhere finer for a mountain holiday than these three villages on the sun-kissed high plateau above the Upper Tyrolean Inntal valley. And, the best thing is that the unbeatable infrastructure in this fantastic mountain setting enables everyone not just to get here but to really experience the place.

True to the motto "A cheer for the mountain summer", the region is synonymous with fun, adventure and pleasure but also for completely stress-free mountain holidays of the highest calibre. While some will enjoy the panoramic views on top of one of the 3,000-metre-high peaks of the Ötztal Alps and the Samnaun mountain range from the "Feel-good Stops", others will want to take in the experience step by step or in the saddle.

With so much fresh air, the innkeepers are especially keen to tantalise their guests' tastebuds with delicacies from the area. They are committed to local produce and wow diners with their regional specialities including real hard-to-find gems such as "Fissky Imperial", a Tyrolean single malt whisky.

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! Your Serfaus-Fiss-Ladis team

INFO

// MOUNDS 2022



The music festival for the whole family What happens if you combine the two words "mountains" and "sound"? That's right, you get "mounds" – or, more accurately, "MOUNDS". And because this music festival for the whole family is mainly about good sounds and the wild mountain landscape, the name is simply a perfect fit for the much-loved event. Six whole days, from 10 to 15 July, will be given over entirely to really cool beats. A host of top acts from the German children's music scene, family-friendly concerts and workshops for dance, rhythm and singing are sure to make the time just fly by. Come and see herrH, BÖ & die Ritter Rost Band, Heavysaurus, Honigkuchenpferd and many others.



// SUNDOWNER EXPERIENCE WITH GILBERT

A concert that'll stay with you for ever For many people, sunset is the most beautiful time of day. It's definitely the most romantic. Particularly if Gilbert, the songwriter from the Ötztal in Tyrol, is rocking the floating stage in front of Laudeck castle in Ladis. Anyone familiar with him will know that, as well as going right to the heart, his lyrics also move generations. On Wednesday, 13 July 2022 Gilbert will be appearing at MOUNDS – the music festival for the whole family – to play songs from his new album "Die Zeichen meines Lebens" plus hits like "Ich bin frei" and "Mein kleiner Freund". It'll be an experience that's guaranteed to stay with you for ever.



INTERVIEW PARTNER: BURGL KIRSCHNER



Summer holiday is undergoing a renaissance

Burgl Kirschner is head of the "Tiroler Sauerbrunn" healing and mineral spring. She also once managed the lavish spa hotel formerly located in Obladis and is considered to be one of Serfaus-Fiss-Ladis most endearing personalities. During a jovial conversation, she talks about her summer holiday experiences past and present:

Ms Kirschner, why did spa guests come to Obladis at that time? What made spending summers with you so attractive? Quite simply, guests came to us to rest, recover and escape the hustle and bustle. They breathed in the clear mountain air, drank the water from our spring in the 'Wandelhalle', enjoyed physical exercise on the walking paths, and spent many quality hours in the sunshine. Spending time together was wonderful. Summer visitors played tennis and cricket, swam in the crystal clear mountain lake, enjoyed a few rounds at the bowling alley, went to the hairdresser, wrote postcards... and when it was all said and done, they left Obladis feeling refreshed.

Is the summer resort experiencing a renaissance these days? How does this manifest itself to guests? More and more often, I notice that today's guests again long to experience that which is "good" in today's fast-paced world. This is exactly what they find with us in the mountains. They enjoy the soothing solitude experienced on selected trails around Obladis and in the entire holiday region, the social evenings with the whole family, and the regional food served up fresh at our inns and restaurants. Not to mention a daily glass of Sauerbrunn spring water fresh from the source! Once, one of our guests simply walked around for eight straight days and told us he'd never felt so refreshed!

What do you think the future will bring? We have to continue to help our guests to shift down a gear and relax. Today, as in the past, the region offers numerous walking paths ideal for contemplation. After all, sometimes it takes time to let relaxation settle in here at our summer resort. But that's really no small wonder considering how hectic things are these days. And yet the taste of our homemade Alpine butter is beloved by everyone, especially after three days at the very latest (laughs). I've also noticed a trend towards holidays not far from home, i.e. quickly escaping the overheated bustling of the city and relaxing at our summer resort. Our mountain villages still offer ideal conditions to get closer to nature and especially yourself.

STORY IDEA

3 GENERATIONS IN SUMMER

A family holiday enriches the life of grandparents, parents and grandchildren. This fact has long been known in the Serfaus-Fiss-Ladis holiday paradise, 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 summer holiday with three generations is a truly joyful experience.

Adventure parks with educational play stations Holidaymakers of all ages can let loose and play at our variety-rich adventure parks. But that's not all: on the Schneisenfeger Family Coaster, adventure-seekers can hurtle through the forest on the toboggan run that's open all year round. On and around the Högsee lake, there's also a skill course to enjoy as well as a woodcutter playground and a giant milk churn memory game. Plus, anyone interested can tackle the raft course or take out a paddle boat.

Highlights in the mountains There is action at the Summer Fun Park Fiss, which features the Skyswing giant swing with three different levels as well as the Fisser Flieger, a group zipline that whizzes over the heads of visitors and is sure to get the adrenaline pumping. The Fisser Flitzer summer toboggan run, which leads through a jungle cave, an ice cave, a creepy tunnel and even past a pirate ship, is yet another highlight for the entire family.

Get out and explore with the pram Don't let your buggy stop you getting out into the great outdoors. Several buggy-friendly themed trails wind through the forests of the elevated plateau. And if you don't fancy pushing too hard on the trail, you can always rent an e-buggy on site.

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. Thanks to its innovative mobility concept "Serfaus Underground" – the world's smallest, highest-altitude underground, which floats on air cushions, everyone can breathe free, especially families with children: no noise, no grime, no stress.

HIGHLIGHT

I've found something

The Georama Lassida adventure playground at 2,350 metres above sea level opens a window to the world of geology and archaeology for all explorers and hobby scientists. Equipped with spades, kids and adults can go on a journey of discovery across the excavation site. Balance and agility: that's what you need on the cleverly devised Motor Skills Trail.



FISS 1.436 m

600 years of history come alive in Fiss in the old village centre with its impressive farmhouses and their unmistakable entrances. Still exuding the charms of a Rhaeto-Romanic "Haufendorf" (scattered village/a village made up of irregular plots of land), countless traditions have been preserved in the village's winding alleys. Visitors can get an insight into local customs at s'Paules and s'Seppls Haus museum in Fiss. Here there is an exhibition dedicated to the "Fisser Blochziehen," an old Tyrolean carnival custom.

HIGHLIGHT

Ingenious. Regional. Imperial.

The "Fisser Imperial Gerste" is a type of barley being grown again to the delight of both food and whiskey lovers alike. In this respect, the support that the cable car company has provided farmers is exemplary. "We have to learn to meet our own needs once again," says Benny Pregenzer, CEO of the Fiss-Ladis cable car company, which played a key role in the "Fissky Imperial" project.



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 village-scape and transport the visitor back to a longforgotten age. The village has also been famous for its healing sulphur spring and the Sauerbrunn spring for several centuries.

HIGHLIGHT

Powerful place with scenic views

The forests above Ladis are steeped in the legend of Wode the giant, who is said to have enjoyed relaxing baths in the pond near Neuegg. Today, the giant adventure world park delights visitors with giant toadstools, ants and snails. The 12-meter Wode tower, located not far from the Wode bath, guarantees magnificent mid- and long-range views of the towards the Inntal valley.



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



11

... great importance is attached to the sustainable use of winter infrastructure? In summer, 11 lifts carry families, active holiday makers and appreciative souls close to the summits up to 2,600 metres above sea level.

2.600



... one of the geographically highest registry offices in the Alps is located? At 2,600 metres above sea level, lovers can say "I do" at the Crystal Cube - with a 360-degree panorama as a backdrop. However, the cube is not just a place to merry, but also an exclusive mountain restaurant.



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?



500

... about 500 kilometres of trails can be explored on foot – which equates to the distance between Vienna and Nürnberg. In addition, 200 kilometres of signposted bike tours and trails await mountain bikers.

27



... that there are playgrounds everywhere? Youngsters can romp at 27 play areas and playgrounds available throughout in the holiday region. In addition, there are 16 family-themed trails, some of which are pram-friendly and boast exciting stations ideal for all ages.



145.000

... in summer about 145,000 scoops of homemade ice cream are eaten by guests at the mountain restaurants in Serfaus? In addition, about 30,500 pieces of homemade cakes and pies are consumed in the Fiss-Ladis hiking area.

SUSTAINABLY GOOD

In summer, the region scores points with the sustainable use of its winter infrastructure. While ski poles are swapped for mini golf clubs at the Comfort Ski Depot in Fiss, for example, summer guests splash around in the reservoir pond in Serfaus. The Alpine Högsee lake at 1,820 m is the first reservoir in Austria that may officially be used as a swimming lake. While in winter it supports the creation of snow, in summer it offers families a welcome cool off. After all, MORE usage simply makes sense.

INGENIOUSLY REGIONAL REFRESHMENT

Thanks to delicious ice cream, the mountain restaurants in the sunny hiking area of Serfaus are great for a cool down. Best of all, each variety is produced regionally at the mountain huts and restaurants. Crystal clear mountain spring water and milk from local Tyrolean farmers make every scoop or cone a regional solution that's good for our planet as well. After all, MORE regionality for your enjoyment is deliciously ingenious.

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