



Unique, enchanted and fantastical: The Serfaus-Fiss-Ladis mountain worlds

There is something for absolutely everyone in Serfaus-Fiss-Ladis. This summer, the three Tyrolean mountain villages' special mountain world once again invites holiday-makers big and small on shared adventures. It is a holiday region in the Alps like no other. Better yet: They are already starting the summer season on 17 June and making the mountains accessible and experienceable for families, connoisseurs, athletes and action fans.

Some people need a mountain bike to be happy, others a headlamp, some gold dust and a mystical cave. Or maybe hiking boots and a backpack will do? Reconciling these wishes almost sounds like a fantasy world. Not for Serfaus-Fiss-Ladis. After all, the three mountain villages form a simply fantastical holiday region with probably the most comprehensive range of leisure activities in the entire Alpine region. This guarantees variety and enjoyment as well as all-around carefree mountain holidays at the highest level – for singles, friends, families or in a three-generation group. The season starts this year on 17 June.

A pioneer in mountain holidays

Mountains make us happy and give us strength. They slow the pace, inspire you and make you forget the stress of everyday life. There is no better place than Serfaus-Fiss-Ladis to experience the combination of nature, exercise and action. 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. It combines alpine romance, family time and a diversity of sporting activities within the smallest of areas like almost no other destination. On the sunny high plateau above the Upper Inntal valley in Tyrol, anyone looking to relax will find a holiday idyll where lived tradition, genuine adventure and culinary delights blend harmoniously to create a unique mountain experience. This ensures that the mountain holiday will be not only enchanted, but fantastical for everyone.

Adventure at any level

Whether young or old, with a mountain bike, mountain boots or a headlamp – from 17 June to 22 October 2023, the cable cars climb towards the sun and transport all mountain enthusiasts to lofty heights. This allows all family members to discover the magnificent mountain world at their own pace. Where some jump on a bike, others quietly enjoy the panorama of the three-thousand-meter peaks of the Samnaun mountain range and the Ötztal Alps. Or they soak it up bit by bit, for example, on creatively staged themed hiking trails or lovingly designed playgrounds, where little adventurers can even go caving and treasure hunting.

From racing to romance

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 castle pond in Ladis to the *Lange Nacht* or the *Muiru Huangart* in Serfaus to the *Erlebnisabend Fiss, s'Fest am Brunnen* and *Magic Ladis – Romantische Sommernacht* in Ladis.



Genuine racing feeling is in the air at the *BIG-Bobby-Car European Championship with Life Radio Tirol* stage. The *Golden Fine Arts Festival* is the perfect event for all connoisseurs offering a wonderful combination of cuisine, music and art. If you want to spoil your palate even more, visit the *Street Food Festival* in Fiss.

By the way: Every guest who stays at one of the designated partner accommodations in Serfaus, Fiss or Ladis will receive the "Super. Summer. 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 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

True to the motto "The fantastical mountain worlds of Serfaus-Fiss-Ladis", 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 Tyrolean Upper Inntal valley, surrounded by the striking mountain peaks of the Samnaun mountain range and the Ötztal Alps. Between 1,200 and 3,000 metres above sea level, the holiday region offers all guests the best conditions for a unique summer vacation: Variety for the whole family. Activities for outdoor sports enthusiasts. Adventures for thrill seekers. Breath-taking panoramas for those who like to take it slow. Extraordinary specialties for food lovers. And that is not only fabulous, but simply fantastic. Find out more at www.serfaus-fiss-ladis.at/en.

For further information:

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