Serfaus-Fiss-Ladis:
where winter adventures become touching moments

It begins with a glance out the window: the first rays of sunshine fall on snow-covered slopes, while the peaks of the Samnaun mountain range and the Ötztal Alps emerge in the distance. Soon after, the children are standing impatiently outside the ski school, while the adults are still deciding whether to head straight for the slopes today or go for a morning winter hike. Or maybe even treat themselves to a generous breakfast at the Zirbenhütte first? Whether you prefer action or indulgence, or want to combine two – there's no need to choose just one kind of winter holiday in Serfaus-Fiss-Ladis.

The holiday region in the Upper Inntal valley in Tirol will kick off the new winter season on 4 December 2026. At altitudes between 1,200 and 2,828 metres above sea level, visitors can look forward to 214 kilometres of slopes, new attractions in the ski resort, and a wide range of off-piste activities. Families will find dedicated children's areas and family-friendly slopes, while couples and solo travellers can enjoy peace and quiet, exercise, and indulgence – and non-skiers can fill their days with winter walks, snowshoe hikes, cross-country skiing, tobogganing, and special mountain experiences. The numerous modern cable cars, as well as the unique Serfaus Underground, the smallest and highest-altitude underground train in the world that floats on air cushions, ensure a convenient start to your winter adventure. Early risers can experience the magical moment of sunrise at *Sunrise Hexensee* and glide down the still-empty slopes.

A more convenient way to reach the slopes

The biggest new development is right in the ski resort itself: the Planseggbahn, in operation since 1997, is being replaced by a modern 8-seater chairlift. Seilbahn Komperdell GmbH is investing around 30 million euros in this project. The new facility will increase the capacity from 3,000 to 4,000 people per hour and reduce the journey time to under five minutes. Heated seats, child-proof safety bars, and automatic weather covers make the journey more comfortable, particularly for families with young children and on winter days with unpredictable weather. At the valley station, the Panorama bar Gampenbar will soon be the perfect place to take a break, wait, and catch up with friends. The roof of the new chairlift station will offer about 240 indoor and outdoor seats, so guests can enjoy their first coffee before a day of skiing, meet up after their descent, or enjoy the view of the mountains over a drink. Photovoltaic systems on the facades and roofs of both stations will complete the construction project.

Small discoveries, lasting holiday memories

Some holiday moments just happen by chance – while taking a photo together against a mountain backdrop, or during a break you're glad to stretch out a little longer. With views of the wintry mountain landscape, two new photo points at the Wonnealm and at the Alpkopfbahn top station offer ideal spots for such moments. The Komperdell Panoramic Restaurant has also opened its doors to guests once again following a complete refurbishment. The new espresso bar and an optimized free-flow area ensure you can take a break hassle-free – even if some people want to get back on the slopes quickly while others would rather stay and relax a little longer.

The day's skiing will also be more varied for children: a new play area is being created at the Fiss ski depot, and the new *Murmli's Family Run* leads from the Gampen descent through the woods to the mid station of the Komperdellbahn. A special challenge awaits in Fiss: on the existing race

track, now *Berta's Raceclub*, you can race alongside friends or family. Take a souvenir photo right at the start, then see who'll be the first across the finish line.

For their very first steps on skis
Families are among the most important visitors in Serfaus-Fiss-Ladis. At *Murmli's Kinderalm*, in the *Murmli Park*, and in *Berta's Kinderland* with *Berta's Kindervilla* children can have a go on skis for the first time alongside the mascots, *Murmli* the marmot and *Berta* the cow, and gradually build confidence on the slopes. While the little ones are introduced to winter sports in a playful way, parents can enjoy some quiet time together or try out some downhill runs themselves. The ski resort caters to all ability levels: beginners will find clearly laid-out practice areas and easy slopes, advanced skiers can enjoy varied runs, and freestyle enthusiasts can check out eight Fun Areas, as well as four lines for newbies in the *Sun Park* in Fiss, including the new rail line and the new funslope line.

Winter fun that doesn't end on the slopes
If you prefer to take things at a more leisurely pace, why not discover Serfaus-Fiss-Ladis on foot, on cross-country skis, or with snowshoes? More than 100 kilometres of winter hiking paths, cross-country skiing trails, and toboggan runs offer different ways to admire the snow-covered landscape. Meanwhile, those looking for their next adrenaline rush can experience speed, height, and thrills with attractions such as the flying-fox-attraction *Serfauser Sauser*, the giant swing *Skyswing*, and the dragon-like *Fisser Flieger*.
There's still plenty of choice in the evening too. You can stretch out the winter's day with night-time skiing or tobogganing. At the romantic *Sunset Dinner Masner* in the Monte Mare restaurant, the day's last ray of sunshine is on the menu. And while the children let off steam at the *Kids Night* in *Berta's Kinderland*, the parents can round off the evening with a delicious fondue. Other highlights include *Adventure Night – "Smile"* in Serfaus, *Nightflow – "Disco Disco"* in Fiss, as well as *Magic Ladis – Marktdorf*.

Kick off the season with local delicacies
The *SnowArt Genussfestival*, taking place from 4 to 6 and 11 to 13 December 2026, marks the start of the winter season. Selected mountain restaurants will be serving regional specialities, accompanied by live music and the first snow underfoot. The festival thus combines everything that makes for a successful start to winter: being outdoors, delicious food, good company, and welcoming in the new season.

About Serfaus-Fiss-Ladis
True to the motto "Moments that last!", the Tirolean holiday region of Serfaus-Fiss-Ladis offers varied and carefree winter holidays at the highest level. It is a feel-good place where all visitors can take some time out to relax and enjoy themselves carefree: whether alone, as a couple, or with the whole family. Because in Serfaus-Fiss-Ladis, the mountains have something to offer for everyone, young and old alike. The three historic mountain villages lie on a sunny high plateau above the Upper Inntal valley in Tirol, surrounded by the distinctive mountain peaks of the Samnaun mountain range and the Ötztal Alps. The holiday region offers all visitors the ideal conditions for a unique winter holiday full of variety at between 1,200 and 2,828 metres above sea level: Activities for winter sports enthusiasts. Variety for the whole family. Adventures for action heroes. Breath-taking panoramas for connoisseurs. Exceptional specialities for gourmets. A holiday that will live long in the memory! You can find more information at www.serfaus-fiss-ladis.at/en.

For further information:

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