



Moments that last: the winter fairy tale of Serfaus-Fiss-Ladis

A high plateau, three mountain villages, countless possibilities: nestled amid the majestic peaks of the Tyrolean Alps, Serfaus-Fiss-Ladis offers a winter experience full of variety, warmth and quality at an altitude of 1,200 metres. With 214 kilometres of slopes winding their way through the sunshine, the region becomes the setting for big and small adventures – whether on the slopes, at the Sunset Dinner Masner with a view of the peaks, or at the spectacular evening events. What counts here is what connects us: time spent together, genuine experiences – and moments that last.

When the first rays of sunshine kiss the snowy mountain peaks, the winter world of Serfaus-Fiss-Ladis comes to life. Early risers who want to experience the magical moment of sunrise at *Sunrise Hexensee* are the lucky first ones to whiz down the slopes on their own. Joyful children's laughter echoes throughout the day from *Murmli's Kinderalm*, *Murmli Park*, and *Berta's Kinderland* with *Berta's Kindervilla*. The budding young skiers are playing with the two mascots, the marmot *Murmli* and the cow *Berta*, and can't wait to have a go at their first turns in the snow.

Memories for life

For Anna, Michael, and their children Lisa and Tom, a winter holiday is just beginning that promises much more than simply skiing and snow. It is the beginning of moments they will remember for a lifetime. Anna remembers standing in the mountains as a child herself, with bright eyes and red cheeks, ready to whiz down the slopes. She is now experiencing these magical moments, which she still vividly remembers, again with her children. She can't wait to explore the many facets of this beautiful region with her family. And this is easily possible due to the numerous lifts and the Serfaus Underground through the village, the smallest and highest-altitude underground in the world that floats on air cushions.

Greater comfort, greater enjoyment: the Planseggbahn and Gampenbar

And further investment is set to be made in the excellent infrastructure for the 2026/27 winter season: Seilbahn Komperdell GmbH is replacing the Planseggbahn – a 6-seater chairlift that has been in operation since 1997 – with a state-of-the-art 8-seater chairlift – a project involving an investment of around 30 million euros. On peak days, the lift carries up to 17,000 guests, so the demands on comfort and capacity are correspondingly high: the transport capacity will increase from 3,000 to 4,000 people per hour, whilst the journey time will fall to under five minutes. Heated seats, child-safe safety bars and weather-protection hoods with an automatic locking mechanism ensure a comfortable ride even in changeable weather and allow for extended operating hours in windy conditions. A new culinary highlight is also being created right on the roof of the chairlift terminal at the bottom station: the Gampenbar, a modern panoramic bar with around 240 seats indoors and outdoors, providing the perfect spot to stop for a break between runs.

Small gestures, big fun: more new features in the region

Guests can also look forward to many thoughtful new features in the ski area. Two new photo spots at the Wonnealm and at the Alpkopfbahn top station, set against a stunning mountain backdrop, are ideal for taking memorable photos with a real 'wow' factor. At the photo spots on the Schönjoch in Fiss, at the Sonnenburg, on the Wonnealm and at the Almbahn mountain station,



photos can now also be sent directly as digital postcards. Just in time for the 2026/27 winter season, the Komperdell Panoramic Restaurant has been completely refurbished and is now even more spacious and modern, featuring a new espresso bar and an optimized free-flow area. Those travelling with children will be delighted by the newly designed play area at the Fiss ski depot and by *Murmli's Family Run*, which offers a varied route from the Gampen descent through the forest towards the mid station of the Komperdellbahn, and where Murmli and his friends accompany the children. The popular *Sun Park* in Fiss is being expanded to include a new rail line and a funslope line, bringing the total to four lines, offering freestyle beginners and advanced riders even more action in the snow.

A winter paradise for the whole family

Wherever you look around Serfaus-Fiss-Ladis, the sun makes the glittering snow crystals sparkle almost every day. Of course, that includes the 214 kilometres of flawless slopes, which offer the ideal conditions for beginners and professionals alike at altitudes between 1,200 and 2,828 metres. The region is a true Eldorado for families: away from the slopes, more than 100 kilometres of groomed winter hiking trails and themed trails are waiting to be discovered. On top of this are snowshoe tours and cross-country skiing trails, Fun Areas, freeride routes, slope ski tours, and ski touring opportunities. Everyone is guaranteed to have a lot of fun on the two four-kilometre-long toboggan runs at any time of day. A highlight for young and old alike is a ride on the *Masner Express*, a converted snowcat.

Culinary delight at any height

The culinary highlights likewise leave nothing to be desired for Anna and Michael. To start the day off, they treat themselves to a delicious breakfast at the Zirbenhütte Restaurant, while Lisa and Tom practice their first turns at *Murmli's Kinderalm* or *Berta's Kinderland* and make friends with the mascots *Murmli* and *Berta*. The romantic *Sunset Dinner Masner* at the Monte Mare restaurant is also an experience not to be missed. After all, when in their everyday lives do the two of them have time to catch the last rays of the day's sunshine and eat in peace? Now they have the chance to make up for it. The best time to do it is on Thursday evening, because that's when *Kids Night* takes place at *Berta's Kinderland*. In short: whether you end the day in style at *Magic Ladis – Marktdorf (Market Village)* or the Watershow at the Lader castle pond, have a go at night skiing and tobogganing, or enjoy spectacular evening shows such as the *Adventure Night – "Smile"* in Serfaus and the *Nightflow – "Disco Disco"* in Fiss – the evenings in Serfaus-Fiss-Ladis are just as magical as the days.

A winter packed with highlights

One thing is clear to Anna from the start: a winter holiday in Serfaus-Fiss-Ladis is a treasure trove of unforgettable experiences for the whole family. And to make it even better, they came especially for the *SnowArt Genussfestival* (4 to 6 and 11 to 13 December 2026), which combines the beauty of nature in winter with music and culinary specialties. Throughout the holiday, the cordial hospitality of the locals warms them like a blazing hearth fire in the midst of the winter splendour. It creates a cosy atmosphere and ensures a homelike setting for unforgettable experiences. The motto "Moments that last!" is not just a slogan, but a lived reality.



About Serfaus-Fiss-Ladis

True to the motto "Moments that last!", the Tyrolean 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 Tyrol, 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 specialties 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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