

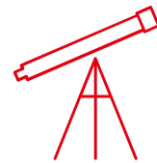
The sustainability strategy of the Austrian National Tourist Office

For a sustainable tourism industry, the challenge is to handle the balancing act between tourism, environmental impact, and public support.

The Austrian National Tourist Office has made it its goal to work together with all stakeholders to actively pursue a sustainable and future-oriented development of tourism in Austria. The basis for all activities is the sustainability strategy developed in 2022. Together, we aim to comprehensively align the destination of Austria with sustainability and to reconcile tourism, nature, and the environment.

Our vision

Active and authentically lived sustainability along the entire value chain of the tourism industry, involving guests, employees, the local population and all other service providers and stakeholders.



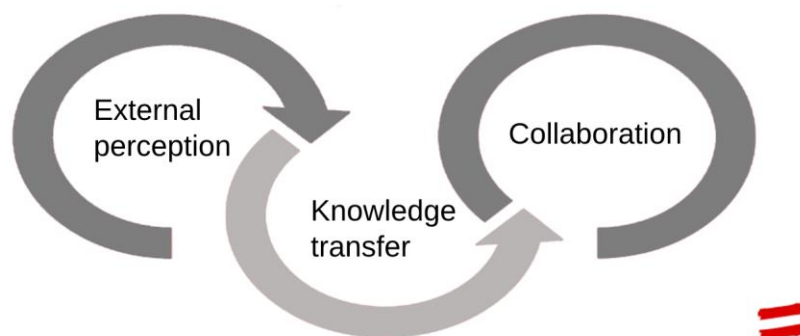
Our strategic goal

To support the Austrian industry in becoming **the most sustainable tourism destination in the world** (following the ambitions and requirements set out in Plan T, 2019).

Three fields of action with a total of 8 initiatives

To achieve our vision and strategic goal in collaboration with the Austrian tourism industry, we have identified three fields of action.

The three fields of action, external perception, knowledge transfer and collaboration, are supported by a total of 8 initiatives aimed at ensuring sustainable development of the industry. In developing the sustainability strategy, the United Nations' Sustainable Development Goals (SDGs), 17 goals for sustainable development, were also taken into account. During the strategy process, 11 goals relevant to Austrian tourism were identified and all eight initiatives from the three action fields were linked to relevant SDGs. By considering and implementing the SDGs in the strategy, the tourism sector can contribute to protecting the environment while generating economic and social value.



1st field of action

External perception

To be perceived as a sustainable destination at an international and national level, it is essential to take action now. The window of opportunity is still open to intensify our sustainability communication and position ourselves even more strongly as a sustainable destination in the market. To achieve this, we are targeting guests who are specifically sensitized to the issue.

The initiatives:

Building sustainability as a brand strength and competitive advantage

To be perceived as a sustainable tourism country, it is necessary to have a targeted market positioning, a strong brand presence and a consistent language.

The following steps have been strategically set:

- Thematic integration of **sustainability into the communication concept** of campaigns, in the sustainability department and the "Holidays in Austria" brand
- Consideration of **sustainability and diversity in the image and text language** of future productions
- Preparation of **sustainability dossiers** for press and travel trade
- Conducting a **conjoint analysis** on sustainability



Increasing the share of sustainably certified businesses

To be perceived as a sustainable tourism destination, we must actively and authentically act as one. This requires sustainable service providers in the industry.

The following steps have been strategically set:

- Multi-stakeholder process for a **national certification and labelling strategy**
- Conception of a **communication umbrella**
- **Storytelling** with portraits and best practice examples
- **Information campaigns** for businesses and destinations



Improving tourism acceptance in the country

For a comprehensive sustainable development of tourism, the population must be considered and strategically anchored to improve tourism acceptance in the future.

The following steps have been strategically set:

- Conducting a **status quo** survey and **potential analysis** on tourism acceptance in Austria
- Providing concrete **recommendations** for action and **implementation support** for the industry
- Ongoing **exchange with the industry**



2nd field of action

Knowledge transfer

In order to successfully pave the way for becoming the most sustainable tourism destination in the world, together with the industry a mutual understanding of sustainability among the population and all stakeholders is crucial. On the one hand, we see it as our task to contribute to raising awareness, on the other, we want to provide the industry with actionable knowledge to give destinations and businesses guidance and work together to continuously improve Austria's tourism offerings.

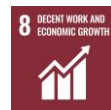
The initiatives:

Raising awareness and providing impulses

To sensitize the Austrian tourism industry, as well as the population and guests, to the topic of sustainability, a wide range of exchange formats that contribute to raising awareness is needed.

The following steps have been strategically set:

- Internal and external **exchange formats** about sustainability at the Austrian National Tourist Office
- Organizing a **"Climate Impact Week"** with focus on climate awareness and climate protection
- Publication of a **"Guide to More Sustainability in Tourism"**
- **Further publications** of tourism research on sustainability
- **Editorial contributions** with a sustainability focus



Preparing actionable knowledge

To act holistically sustainable as a tourism destination on national and international levels and to be comparable, concrete guidelines are needed that the industry can follow.

The following steps have been strategically set:

- Analysis of **rankings** and identification of evaluation factors and weightings
- **Creation of checklists** for various sustainability areas for businesses and/or destinations
- Development of an **ESG reporting guide** for the industry



3rd field of action

Collaboration

Last but not least, close collaboration within the entire Austrian tourism industry is of utmost importance. Only if we walk the path together and pull in the same direction can we live ecological, socio-cultural and economic sustainability and make it authentically accessible for our guests. By establishing a common platform for the industry, we can exchange experiences, best practice examples and data, promote sustainable measures, and find new, innovative solutions. Thus, we can make even better decisions in the future and apply the right levers when it comes to successful and sustainable development of the industry.

The initiatives:

Operating a community and innovation platform

In order to network the Austrian tourism industry, a common platform is needed. It provides the basis for good exchange within the industry and is thus a prerequisite for innovative solutions.

The following steps have been strategically set:

- Expansion of **industry-wide cooperation** through suitable formats
- Establishment, filling, and curation of **sustainability content on the community and innovation platform** for DMOs, destinations and regions.



Creating data interfaces through green data space

An essential step for the green transformation in tourism and the transformation towards a resilient, sustainable industry is digitization and the exchange of data. Everything we can measure today, we can improve tomorrow.

The following steps have been strategically set:

- Creation of **data interfaces** to enable innovative solutions
- **Increase** of the number of **relevant partners**
- Implementation of **use cases** with tourism stakeholders



Operating a sustainability lab for innovation

A sustainable and resilient industry requires a shift in perspective and fresh solutions.

The following steps have been strategically set:

- Hosting **hackathons** and **innovation challenges** to collect and generate ideas
- Implementing **accelerator programmes** with tourism and non-tourism stakeholders to support new innovative solutions and business models



What do we base our strategy on?

The sustainability strategy is based on relevant frameworks and guidelines



Plan T - Master Plan for Tourism

Since its publication in 2019, the Plan T has formed the basis for tourism policy in Austria and set the framework for a future-oriented development of the tourism industry.

Sustainability in its ecological, socio-cultural, and economic dimensions is thus a fundamental principle for the long-term success of the industry.

In January 2023, the follow-up Action Plan 2023-2024 was published, which defines concrete milestones and allows a dynamic response to changing conditions.

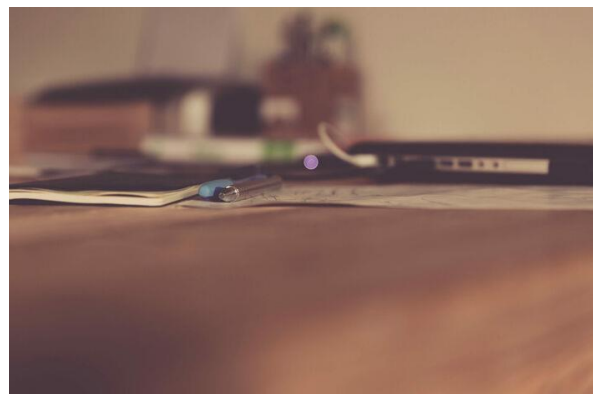
[Learn more about Plan T](#) ↗

UNWTO guidelines

The UNWTO defines sustainable development in the industry as follows: "Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."

Sustainable tourism must therefore:

- Optimise the use of environmental resources
- Respect the socio-cultural authenticity of local destinations
- Ensure long-term profitability and socio-economic benefits that are equitably distributed



The UNWTO guidelines form a significant basis for the sustainability strategy.

[Learn more about the UNWTO guidelines](#) ↗

SUSTAINABLE DEVELOPMENT GOALS

Sustainable Development Goals - SDGs

The Sustainable Development Goals (SDGs) are 17 goals of the United Nations to be achieved by 2030. They include poverty reduction, education, climate change, clean water, clean energy, peace and justice and are intended to contribute to a better and more sustainable future for all people and the planet.

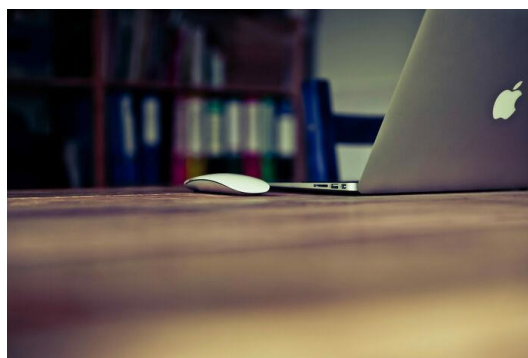
In developing the sustainability strategy, the SDGs relevant to Austrian tourism were identified and integrated. The strategy addresses 11 of the 17 sustainable development goals.

[Learn more about the SDG guidelines](#) ↗

ESG criteria

ESG stands for Environment, Social and Governance and refers to a specific framework for evaluating companies in terms of their sustainability. The ESG criteria are the indicators that are assigned to the three categories - E, S, and G - and thus evaluate the impact on the environment, society, and general business practices.

When integrated and embedded into a company's strategy, the ESG criteria can help to align companies and their business practices holistically with sustainability and promote responsible business conduct.



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