

Author: Consortium Future Ahrntal
Created in the years: 2023-2024
Validity until: December 2026

Holiday area Ahrntal valley strategy plan

Vision | Mission | Strategic goals | Values | Product pillars | Etiquette

Vision

Our shared **values** guide us in the long term and our **decisions** are in harmony with **ecology, economy and social issues**. Our **thoughts and actions** are orientated towards a **sustainable tourism** in order to secure and develop the Ahrntal valley as a **living, economic and landscape area**.

A living space in which **nature and landscape are preserved and cared for, local cycles are promoted, the typical character of the area is preserved, honest hospitality is practised and open cooperation** is pursued.

We do this for **ourselves**, for our **guests** and for all **future generations**.

Mission

We, as Future Ahrntal, pursue responsible tourism development in the Holiday area Ahrntal valley by showing an honest interest towards our partners, promoting exchange and understanding and taking all service providers within the destination with us on our journey.

We act as a network that identifies solutions, prepares measures and passes on knowledge. Raising awareness, coordinating and managing all sustainability issues are also part of our job, as well as making developments measurable and highlighting them.

Our company has at least one sustainability expert who collects and prepares ideas, implements tasks on time, leads us to the sustainability certification, carries out public relations and networking work, and provides support for partners.

The four partners are also network partners and multipliers. They support the company, sensitise, inform and communicate the vision to the outside world. They lead by example, offer further training, reduce their CO2 emissions, invest with foresight, develop products in line with the three pillars of sustainability and communicate projects, measures and positive effects.

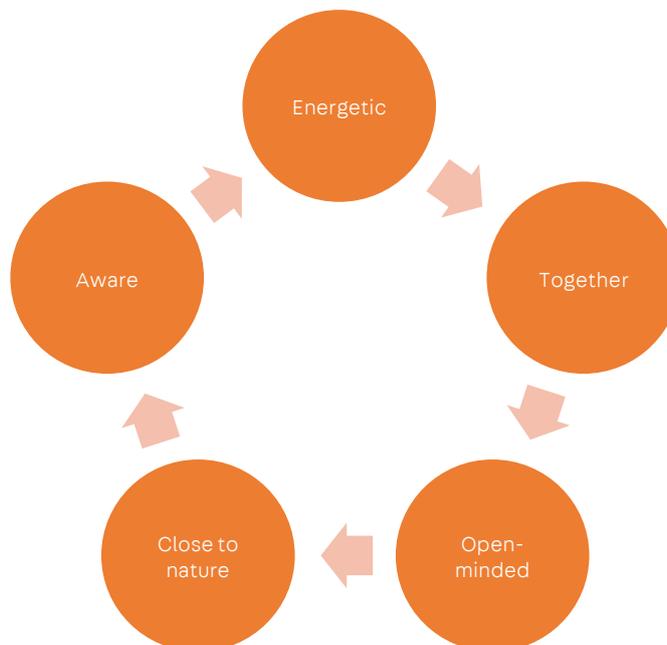
Together, the vision is to be achieved by 2030 by constantly working on, analysing and improving ourselves

Strategic goals



- Clarity: Communicate the profile and values and make the 3 themes (mountain-time, pleasure-time, off-time) consistently tangible in the products and communication.
- Value: Continuously improve the quality of the offer.
- Profitability: Increase capacity and added value (also and especially in the low seasons).
- Value for money: Continuously increase margins for qualitative development.

Values



Product pillars

Mountain-time

The geomorphological framework embeds the destination in a habitat that is characterised by Alpine nature. Nature is allowed to be pristine in large parts (keyword: wilderness, 3,000 metre peaks, water...) and at the same time is preserved and carefully used by the locals (trail network, mountain pastures, energy production, ...). The high alpine valleys offer guaranteed snow for an all-round winter experience, in which the Skiworld Ahrntal is a top performer, but is very broadly based and is also able to satisfy the longing for a white winter among non-skiers.

Pleasure-time

Knowledge about the refinement of agricultural products (e.g. cheese dairies) and the utilisation of natural occurrences (e.g. knowledge of wild herbs) has been passed through generations and is celebrated and kept alive today (cheese festival, The Taufer's Street Festival).

Off-time

The hospitality that is practised, the sense of community paired with a certain serenity give guests and visitors a genuine feeling of being welcome. A familiar environment radiates liveliness and tranquillity. The village centre of Sand in Taufers and the quieter hamlets of the communities are an expression of this.

Ahrntal valley etiquette

<p>Promotion of small circuits/local economic structures</p> <p>We sensitise and inform our members about the range of local products and try to increase the added value within the region. We enter into co-operations with local producers and pay fair prices. In this way, we also promote co-operation between agriculture and tourism.</p>	<p>Tourism as a community achievement</p> <p>We value our local partners and make decisions together, resulting in win-win-win situations for the tourism industry, locals and guests.</p>
<p>Protection of nature and the environment</p> <p>We minimise our consumption of resources and use our resources carefully. Avoiding waste and increasing public mobility are particularly important to us.</p>	<p>Tourism spirit</p> <p>We continue to provide attractive jobs for the population and strive to enhance the value of job profiles in tourism.</p> <p>We provide products and services for everyone. In particular, we strive to optimise, promote and expand public mobility for everyone.</p>
<p>Social integration</p> <p>We pursue the goal of equal rights for men and women and recognise the potential of women in decision-making positions and as specialists. At the same time, we remain open to new ways of designing workplaces in our organisation. We try to involve social organisations and provide fully accessible offers.</p>	<p>Preservation of culture and traditions</p> <p>It is important to us to support and actively participate in associations.</p> <p>We want to make traditions and culture understandable to our guests. That is why our culture should also be present in our offers.</p>