

Clean Alpine Region Kufsteinerland

Mit Unterstützung von Land und Europäischer Union



Europäische Union Investitionen in Wachstum & Beschäftigung. Österreich.



Clean Alpine Region Kufsteinerland

Tourism Association Kufsteinerland

- CLAR Kufsteinerland
- Kaiserweis – regional diversity
- New Generation Kufsteinerland
- Mobility in Kufsteinerland
- Experience of nature „Kaisergebirge“
- Green Meetings (MICE), Green Events



CLAR – Clean Alpine Region

- **Goal:** to move towards a sustainable tourism destination (climate & environment protection, energy efficiency and sustainability)
- **CLAR-manager**
 - Professional advice on energy subsidies and certifications
 - Providing impetus for sustainable business & green arrival
 - Cooperation with regional management KUUSK
- **Valorization**
 - Cycling and mobility
 - Regionality and culinary
- **Awareness raising and sensitization**
 - Action weeks: Sustainability (e.g. FH Kufstein), Mobility (e.g. EMW21)
 - Print, Social Media, PR, Blogs
 - Tourists vs. inhabitants
- **University of Applied Sciences Kufstein**
 - Bachelor „Energy & Sustainability Management“



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Kaiserweis – regional diversity

- **Marketing** of regional products
- **Empowerment** of small-scaled traditional farmers and producers
- Use of **synergy effects**
- **Pooling of resources:** gastronomy, hotel industry, consumers, regional producers
- Goal: **networking** of gastronomy and producers (without intermediaries)
- “Genusskiste Untere Schranne” - product diversity with home delivery



Kaiserweis'

Regionale Vielfalt ist Unsere Art

New Generation Kufsteinerland

- About 20 tourism professionals, entrepreneurs and producers
- Initiative to further **develop the region** and the existing **brand strategy**
- Thinking **out of the box**, creative conceptualisation
- sustainable, competitive, increase regional added value (quality tourism)
- **Challenges:** constant change, digitalisation, waste management, shortage of skilled workers, tourism mindset
- Thinking tourism NEW & INNOVATIVE
- **Working together & networking – use of synergy effects**
- Paving the way for a new generation of decision-makers in the tourism destination
- **Discussion, conception and product development**

New Generation Kufsteinerland



Mobility

- **The most accessible alpine habitat - the gateway to the Alps**
 - Encourage arrival by public transport/green arrival - Kufstein train station
 - Incentives for guests
- **KufsteinerlandCard**
 - Public transport
 - ski & event buses
 - Cross-border excursion buses
- **Bike Tirol**
 - by train to bike rental, with smartphone/app/credit card, rental station Kufstein train station
- **BeeCar** E-Carsharing – Expansion of locations in the communities

Mit dem Bus durch das Kufsteinerland.

Fahrpläne Sommer 2021



Experience of nature „Kaisergebirge“

- **Nature reserve** since 1963
- About 92 km² in size, particularly high biodiversity
- Kaiserlift (2015 newly renovated) - single chairlift, deceleration
- Since 2016 guided adventure tours in cooperation with **Natopia**
- **Focus: Environmental Education**
 - Making nature a playful and sensual experience
 - Making the value of nature tangible, especially for children and young people, families,...
 - Create and develop awareness for nature and environmental protection

Highlights in the Kaisergebirge:

- Kaiserlift
- Alpine pharmacy
- Power and awareness places
- Newly created nature experience trail

Kaisertal (Kaiser valley)

- until 2008 only accessible on foot via about 300 steps; tunnel construction - only for locals (35 pax)
- local recreation in the Kaisertal valley between the Zahmer Kaiser and the Wilder Kaiser rock massif
- small-scale agriculture, mainly manual cultivation of the alpine pastures

