



Programme

- 09.00 a.m. Welcome at the Hotel Post in St. Johann**
- 09.15 a.m. Sustainability efforts in the region of St. Johann**
- 09.45 a.m. Visit to the local weekly market and introduction to various marketers and their products**
- 10.30 a.m. Departure by bus from St. Johann town hall to Oberndorf**
- 10.45 a.m. Tour of the „Penzinghof“**
- 11.30 a.m. Lunch Break**
- 12.30 p.m. Departure by bus to „Festung Kufstein“, the city’s 800 yr. old fortress**
- 01.30 p.m. Regional mobility offers for tourists and locals and insights into the nature conservation area “Kaisergebirge”**
- 02.30 p.m. Business tourism and sustainable operations management of the hotel “Stadt Kufstein”**
- 02.50 p.m. Refreshments and Networking**
- 03.45 p.m. End of event**



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"Not far-fetched" – a field visit

Friday, September 24, 2021
Congress Alpbach (meeting point)
Alpbach 246, 6236 Alpbach

Showcasing two “Clean Alpine Regions” – CLAR St. Johann and CLAR Kufsteinerland

Tyrol's mountains, its clear streams and lakes, lush meadows and blooming alpine pastures are a natural gem and the basis for people's livelihoods. Climate protection and sustainability are therefore of particular importance to Tyrol. Even more so: Tyrol wants to become one of the most climate-friendly regions in the Alps.

Decarbonising energy systems, reorganizing mobility, preserving and protecting biodiversity and a sustainable economic development including social justice and ecological responsibility, all play an essential role.

In the project Clean Alpine Region, or CLAR for short, the four CLAR regions Kaunergrat, Kufsteinerland, Sankt Johann and Pitztal demonstrate how this can be accomplished. In their efforts, they are supported by the state

agencies Energie Tirol, Tirol Werbung and Standortagentur Tirol. On the local level, CLAR managers coordinate all actions and required processes.

But sustainability measures not only serve to protect the climate. The CLAR regions recognise the importance of sustainable action for their economies in general (as they increase the potential for innovation) and for the future of tourism by ensuring an intact environment as a foundation for all tourism offers.

On this field trip, two of the CLAR regions will give you an insight into their efforts and you will catch a glimpse of Tyrol's nature, culture and history.

Join us for lively discussions and a good exchange of ideas!

Itinerary details: Bus departure from Congress Alpbach at 8 a.m. | Return trip to Alpbach at 3.45 p.m. with estimated arrival time at 5 p.m. When required, the bus will make a stop at Kufstein main station.

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