



ASI Reisen
Impact Report 2023

Table of Content



1 WELCOME FROM CEO

2 APPROACH TO REPORTING

3 WHO WE ARE

3.1 Our History

3.2 Our Structure

3.3 People and Culture

3.4 Navigating the Path to Sustainable Tourism:
Challenges and Opportunities

3.5 ASI Reisen and the UN Agenda 2030

4 OUR PRODUCT

4.1 Our Global Network

4.2 Product Portfolio

4.3 ASI Shop & ASI Academy

5 SUSTAINABILITY STRATEGY

5.1 Environmental Impact

5.2 Local Added Value

5.3 Fostering Dialogue and Transparency

5.4 Feedback Collection

5.5 Data-based Approach as a Foundation

6 OUR PERFORMANCE

6.1 2023 in Numbers

6.2 Our Impact

6.3 Highlights

7 A LOOK INTO THE FUTURE

IMPRINT

Welcome from CEO



Ambros Gasser CEO ASI Reisen & WeDesignTrips

In 2023, ASI Reisen celebrated a milestone: 60 years in the adventure travel industry.

Following the challenging periods impacted by COVID-19, this year marked a significant turnaround, culminating in the most successful year in our history in terms of group revenue, including [ASI Reisen](#) and [WeDesignTrips](#), with a record-setting EUR 35 million. Additionally, our commitment to delivering exceptional travel experiences was reflected in an impressive Net Promoter Score (NPS) of 65, indicating high levels of guest satisfaction.

However, the year was not without its challenges, particularly due to the effects of climate change. The unusually high temperatures in the Alps during summer led to the cancellation of several alpine glacier tours due to the increased risk of rockfalls. The travel industry also faced hurdles with limited flight capacities, resulting in higher airfares, and continued difficulties in airline collaborations due to flight cancellations and unreliability.

A significant focus in 2023 was placed on our Culture & Talents initiatives. We launched 'Anywhere Nest', a model allowing our team members to work entirely remotely, making location irrelevant in our hiring processes. Furthermore, we refined our company values, identifying five core principles that truly encapsulate our culture. This development complements

our strategic framework from mission and vision to Objectives and Key Results (OKRs), now enriched with clear values that guide our pursuits. The organizational structure saw enhancements with the addition of two experienced team leads, strengthening our team dynamics.

As we look ahead to 2024, we are optimistic about the economic prospects and our ability to maintain high levels of customer satisfaction. Our efforts will be geared towards collaboratively defining our new vision, ensuring that it resonates with and is embraced by all team members, as we continue to innovate and lead in the creation of unforgettable travel experiences.

A handwritten signature in dark blue ink, appearing to be 'AG', with a horizontal line extending to the right and a small dot at the end.

Approach to Reporting

We are pleased to present our activities during the fiscal year 2023 in this report. This document serves as both a means to transparently report on the past fiscal year and an opportunity to reflect on our highlights, influences, and activities.

This marks the fourth impact report that we have published as part of our voluntary reporting initiative – this year in English for the first time. Transparent communication is a crucial component of our strategy and helps us to credibly inform our stakeholders about our business activities.

Sustainability is a main element of this report, encompassing our commitment to minimizing environmental impact, maximizing local value added, and fostering dialogue and transparency. With our mission to create sustainable experiences for travelers and local communities, we are committed to minimizing the environmental impact of our operations while ensuring that we fulfill our responsibilities to society. Through measurable goals and actions, we can ensure that we are on the right track and making progress.

MEASURING OUR CO₂ EMISSIONS

To assess CO₂ levels, we adhere to the GHG Protocol, which provides a standardized framework for measuring greenhouse gas emissions. These emissions are categorized into three scopes according to the [GHG Protocol](#).

SCOPE 1 EMISSIONS

refer to direct greenhouse gas emissions from sources owned or controlled by an organization.

SCOPE 2 EMISSIONS

cover indirect emissions resulting from the generation of electricity, heating, or cooling consumed by the organization.

SCOPE 3 EMISSIONS

include all other indirect emissions that occur in a company's value chain, including both upstream and downstream activities.

As an asset-light tour operator, it's crucial to acknowledge that more than 90% of our emissions fall within scope 3. ([Source](#), p. 16, asset-light tour operator)

We measure the emissions of our ASI Original trips with [Carmacal](#), for our internal emissions, we use the expense-based tool [Normative](#).

ASI Reisen being one of the leading platforms for active and adventure travel, we are in a unique position and see it as our responsibility to promote dialogue with our stakeholders through transparent reporting. By taking a holistic perspective on our business's impact on different stakeholders, including employees, customers, suppliers, and the communities we operate in, we uphold the principles of B Corp certification, which is an important element of our commitment to sustainable and responsible business practices.

This sustainability report covers the fiscal year 2023, which spans from November 1, 2022 to October 31, 2023.



ASI Nest in Natters *since 2019*

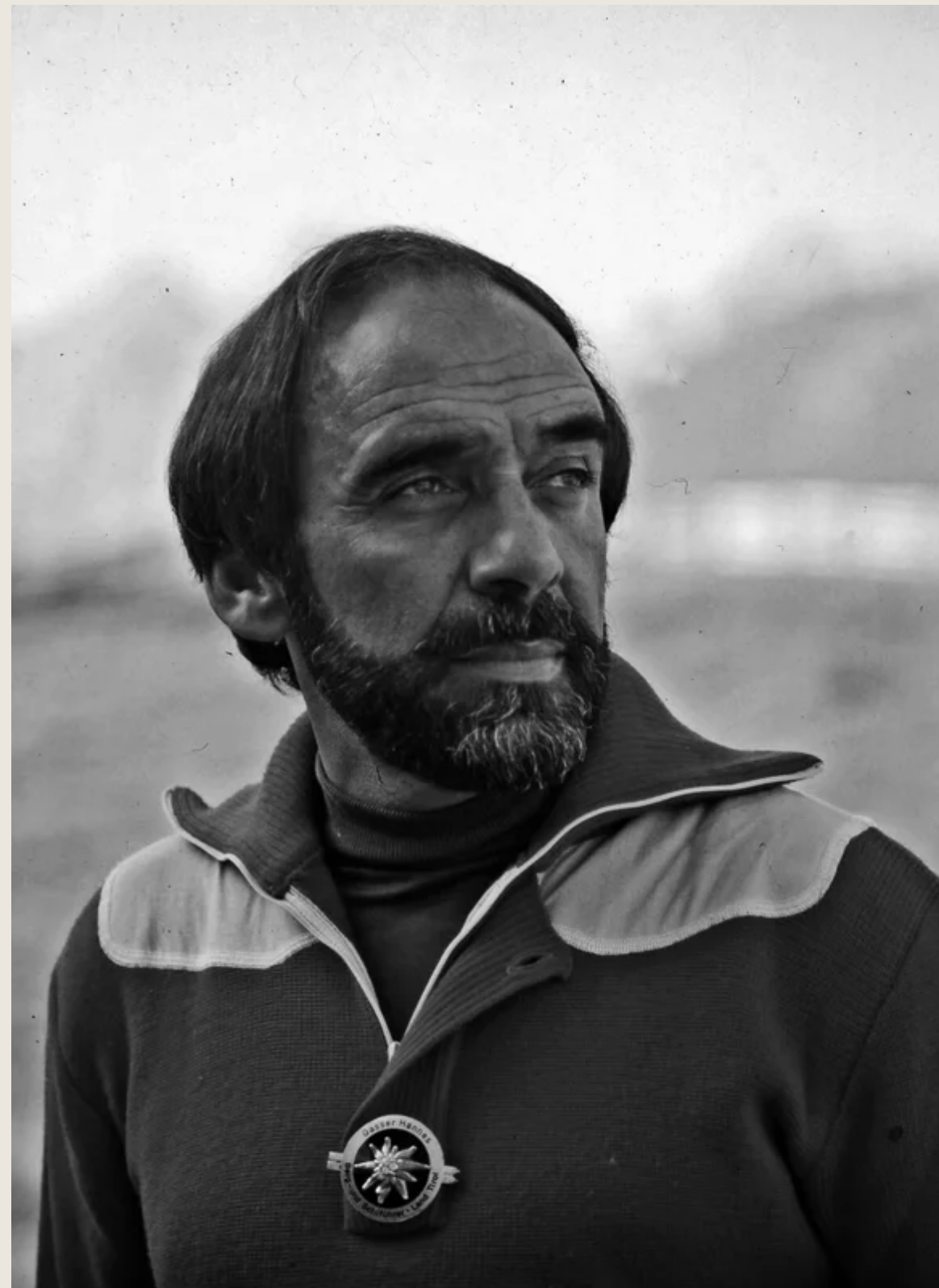
WHO WE ARE



Our History ↗

Family-owned since 1963.

Our journey began in 1963 when AlpinSchule Innsbruck was established in Natters, Austria.

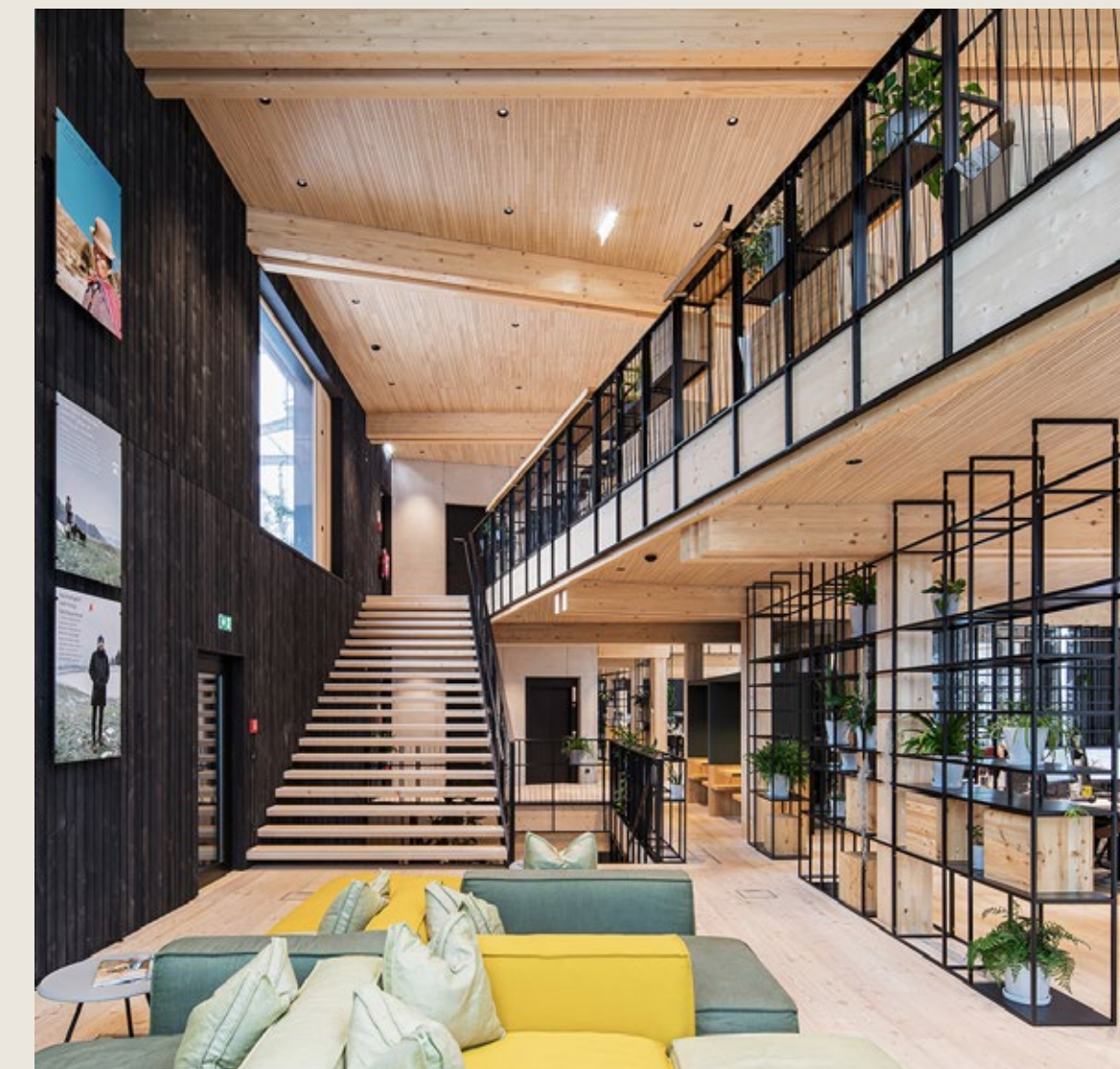


Prof. Hannes Gasser *Founder*

Founded by Prof. Hannes Gasser with a vision to offer travelers the opportunity to expand their horizons and experience the wonders of the natural world, ASI Reisen quickly became known for its commitment to responsible tourism and sustainable travel practices.

In 2016, recognizing the growing demand for tailor-made travel experiences, Ambros Gasser founded WeDesignTrips GmbH (WDT) as a subsidiary of ASI Reisen. This strategic move allowed us to diversify our offerings and cater to the individual needs and preferences of travelers, further enhancing our reputation as a provider of personalized adventures. This subsidiary allows us to collaborate closely with numerous local travel agencies, enriching the experiences of our guests and contributing to the local communities we operate in.

In 2019, a significant milestone was achieved with the completion of the ASI Nest, our office building in Natters. Designed by the renowned Norwegian architectural bureau Snøhetta, the ASI Nest has received prestigious recognition. Designed to embody our commitment to sustainability and harmonize with the surrounding natural environment, the ASI Nest serves as a hub for creativity, collaboration, and innovation.



ASI Nest in Natters *since 2019*

Today, ASI Reisen remains true to its founding principles under the leadership of Ambros Gasser. As a family-owned business, we take pride in our heritage and are deeply committed to upholding the values instilled by Prof. Hannes Gasser over 60 years ago. We are proud to have become a leading platform for active and adventure travel across the DACH region. From our beginnings over 60 years ago to our current position as a premier name in the travel industry, our focus on promoting responsible travelling remains unchanged: our mission is to develop sustainable experiences for our guests and local communities.

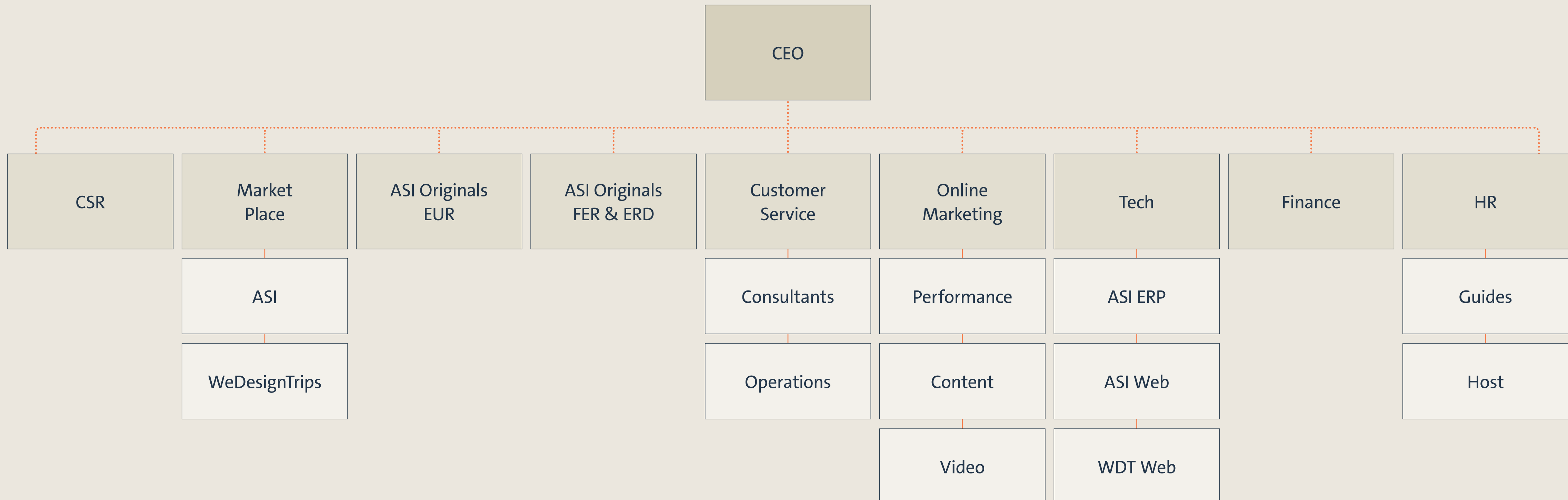
We advocate for a tourism ethos grounded in reverence for nature and humanity, where sustainability is not just a principle but a fundamental aspect that underpins our commitment to quality. Our dedication to sustainability is deeply intertwined with the quality of experiences we offer, ensuring that our guests have memorable and meaningful adventures while minimizing our environmental impact.

As we continue to grow and innovate, sustainability will remain a cornerstone of our business philosophy, ensuring that future generations can continue to explore and enjoy the wonders of the world with ASI Reisen.

Our Structure

The corporate structure of ASI Reisen is based on a flat hierarchy, facilitating close collaboration among all departments to shape the future of ASI Reisen in a more sustainable manner.

The ASI Original portfolio is divided into three main internal teams: Long-distance (FER), Europe (EUR) and Earthbound (ERD) trips. Throughout this report, we will use the respective abbreviations for our illustrations.



People and Culture

Tourism is a service sector where the involvement of individual actors makes the product truly unique. Whether it's guides, employees, partners, or guests – together, they all contribute to the success of ASI Reisen.

OUR VALUES

In June 2023, ASI Reisen and WeDesignTrips embarked on a journey to redefine its core values. Through active collaboration among our teams, we engaged in an extensive process spanning several weeks. Guided by an experienced consultant, we held workshops and discussions, crafting a new set of values that reflect who we are and aspire to be as a company. We are delighted to unveil our new values, which serve as the cornerstone of our organizational culture and guide our actions.

100 % CUSTOMER FOCUS

To inspire even more people to embrace responsible travel, we must be 100% customer-focused. That's why we always start with the customer's experience and work backward. This approach allows us to develop products and solutions that not only satisfy but also delight. We also keep an eye on our competitors to learn from them and continuously improve as a company.

TAKING RESPONSIBILITY

We base our actions on all three pillars of sustainability: ecological, social, and economic aspects. As a team, we act with a long-term perspective, for customers, employees, partners, and the planet. Taking responsibility also means rolling up our sleeves and lending a hand where needed. „That's not my job“ is not part of our vocabulary. We don't blame others or circumstances when things go wrong; instead, we acknowledge our role in the situation, learn from it, and take appropriate action.

REMAINING CURIOUS

We approach the world with the curiosity of a young child. We enjoy experimenting and seizing new opportunities. We are quick and decisive in learning and improving because we know there's always room for growth. In collaboration, we believe in the power of diverse experiences and perspectives. To encourage open sharing, we start with „I want to understand“ rather than „I want to be right“, creating a space for collective development.

BEING COURAGEOUS

Being courageous doesn't mean taking the path of least resistance; it means addressing difficult issues actively and respectfully, making clear decisions, and standing by the results. When we disagree, we fully support the decisions made because we understand that compromise is rarely the best solution.

DELIVERING EXCELLENT RESULTS

We can only inspire people worldwide to embrace responsible travel if we excel in what we do. Therefore, we set the highest standards in everything we do and refuse to settle for mediocrity. We define excellence based on clear criteria, which we evaluate through measurable results. To achieve excellence, we continuously evolve, seek and leverage best practices, and support each other on this journey.

It's crucial for us to uphold the values outlined above in our daily work culture. To further embed these values within our organization, we initiated a „culture channel“ where we highlight our employees' achievements, all while referencing these guiding principles. Additionally, these values form the foundation of our feedback culture, ensuring that we continue to learn, grow, and thrive together as a team.

EMPLOYEES

Our employees are the cornerstone of our travel company. Therefore, it's essential for us to provide them with a workplace where they enjoy coming to work. Our modern office creates a comfortable atmosphere, offering our employees the chance to structure their workday according to their preferences. Communication zones, a silence room, a kitchen for shared cooking or leisurely lunches, showers & changing rooms, and proximity to nature provide the foundation for creating a balanced work environment.

Our employees enjoy several benefits aimed at enhancing their well-being and professional development. With enhanced understanding and health, they can actively contribute to sustainability initiatives within our organization and actively contribute to our mission.

We track the satisfaction of our employees via anonymous bi-weekly questionnaires, using [OfficeVibe](#). Anonymous employee satisfaction questionnaires are useful for understanding overall sentiment and identifying potential issues before they escalate, thus aiding in proactive prevention measures.

ANYWHERE NEST

ASI Reisen and WeDesignTrips are embracing the future of work by offering remote work opportunities to our employees. With initiatives like „One Month Anywhere“ and our newly introduced „Anywhere Nest“ program, we aim to provide flexibility as a benefit, attracting top talents from around the globe while fostering diversity within our teams.

The decision to expand our remote work offerings stems from our belief that allowing employees to work from anywhere enhances motivation and enables us to tap into a more diverse talent pool. However, to ensure effective collaboration and communication, we've established a rule that limits time differences to no more than 2 hours. To facilitate remote work, we work with the company remote.com.

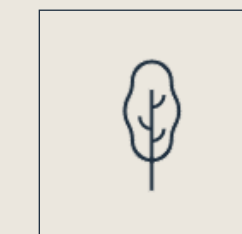
While remote work brings numerous benefits, such as increased productivity and employee satisfaction, it also presents challenges. One such challenge is maintaining team spirit and cohesion in a virtual environment. To address this, we are exploring innovative ways to facilitate team bonding activities, virtual meetings, and regular check-ins to ensure that our teams remain connected and motivated, regardless of their physical location. Our quarterly „nest warmings“ at our Natters headquarter, where everyone convenes for three days, are an essential element of our culture initiatives. These events foster team spirit, facilitate strategic discussions, and, most importantly, encourage personal interactions that strengthen our team bonds.

[Get to know our team ↗](#)

FURTHER BENEFITS



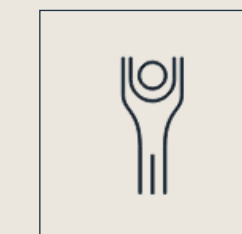
Performance-oriented compensation



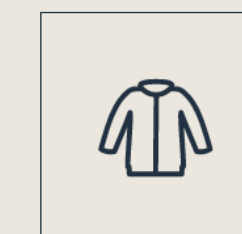
Innovative office building



Yoga classes



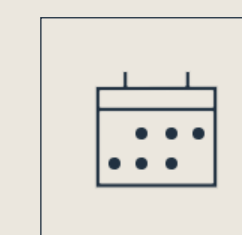
Up to 10 days more vacation



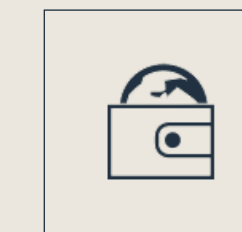
Hiking clothes



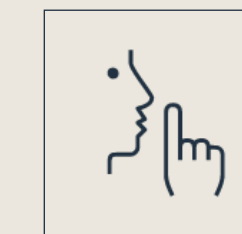
Ergonomic workplace



Staff events



Budget for participation on our trips



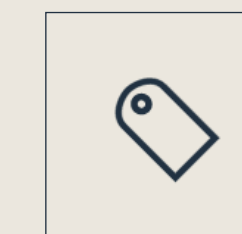
Silent room



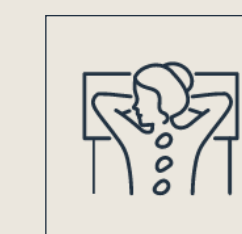
Flexible working hours



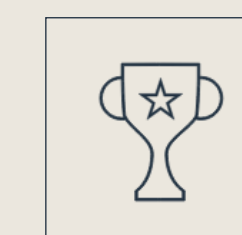
Transparent salary model



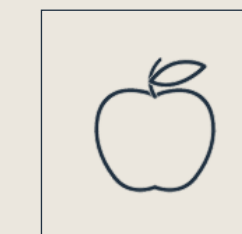
Numerous discounts



Massages



Participation in success



Fruit basket



One-Month-Anywhere



Free parking



Home office



Dec 24 & 31 half day off

GUIDES

Our guides are pivotal stakeholders for the ASI Original Trips, playing a central role in co-creating memorable experiences alongside our guests. Their proximity to our guests provides a unique opportunity to champion sustainability, as they embody ASI Reisen's values during trips. To ensure high standards, we've implemented rigorous quality assurance measures. These include comprehensive online ASI Guide Training sessions covering guiding essentials and sustainability principles. Additionally, our Guide Manual on Sustainability offers in-depth insights into sustainability theory and practical applications. Guides contribute to continuous improvement by submitting trip reports, detailing sustainability-related changes and comments. Their feedback, alongside collaboration ratings, informs our ongoing efforts to enhance our operations and guest experiences.

Navigating challenges in our guide management strategy involves balancing the desire for local guides with the need for variety and adhering to sustainability standards. Our „guide where you live“ approach promotes local empowerment, yet ensuring guide satisfaction while maintaining sustainability benchmarks remains a delicate balance. Another hurdle lies in coordinating and transferring knowledge among our diverse team of guides. To address this, we introduced our digital guide training platform in early 2023, facilitating consistent learning and standardization. Additionally, sourcing local guides presents its own set of challenges, as we uphold stringent quality criteria regarding education, independence, and language proficiency. Despite these obstacles, we remain committed to overcoming them to ensure exceptional guest experiences while fostering sustainability and local community engagement.



NAVIGATING THE PATH TO SUSTAINABLE TOURISM: CHALLENGES AND OPPORTUNITIES

As a significant economic driver, tourism creates job opportunities, bolsters local economies, and contributes to the development of local infrastructure. Investments fueled by tourism can help preserve natural environments and cultural traditions of local communities. Additionally, tourism is employed as a tool for sustainable development to alleviate poverty and reduce inequality.

However, tourism can also have negative impacts on the environment and society. Overuse of natural resources and pollution can cause long-term damage, disproportionately affecting local communities. This interdependence underscores the importance of aligning tourism with sustainability principles to ensure long-term benefits for nature and people. This approach has been reinforced by experiences during the pandemic, with responsibly oriented businesses and destinations recovering more quickly.

Today, we are at a critical juncture where collective efforts are needed to make tourism more sustainable. Climate change poses significant challenges to the industry, affecting weather patterns, natural attractions, and even travel preferences. However, it also presents opportunities for innovation, such as the rise of eco-tourism and sustainable practices.

As a leading platform in active and adventure travel, we are uniquely positioned to play an active role in sha-

ping responsible tourism practices. It is our responsibility to educate our customers and partners about responsible travel and promote environmentally friendly and socially responsible practices in the industry. By fostering collaboration and supporting initiatives that minimize the negative impacts of tourism while maximizing the positive ones, we can contribute to the transformation towards a more responsible and sustainable tourism industry.

» The future of tourism lies in our ability to balance economic growth with environmental preservation and social responsibility. «

Taleb Rifai, Former Secretary-General of the United Nations



ASI REISEN AND THE UN AGENDA 2023

Since their adoption by the United Nations General Assembly in 2015, the Sustainable Development Goals (SDGs) have served as a global blueprint for addressing pressing social, economic, and environmental challenges outlined in the UN Agenda 2030. Comprising 17 interconnected goals, the SDGs aim to eradicate poverty, promote prosperity, and protect the planet by 2030. The Agenda 2030 represents a shared commitment by UN member states to achieve sustainable development across various dimensions, including economic growth, social inclusion, and environmental stewardship. As the tourism industry plays a significant role in global economic development and environmental impact, it is intricately linked to several of the SDGs outlined in the Agenda 2030.

For more information on Sustainable Development Goals and the Agenda 2030, visit:

<https://sdgs.un.org/goals>

Responsible tourism plays a crucial role in supporting and fostering the SDGs by aligning its practices with the broader agenda for sustainable development. At ASI Reisen, we are committed to contributing to the SDGs through our sustainability strategy, which aims to continuously reduce our environmental footprint and maximize local value added. Through clear guidelines and active dialogue, we prioritize the continuous assessment of our performance and strive to improve our impact on the environment and communities.

Additionally, our dedication to the SDGs extends beyond our internal operations. Through our donation platform, we support projects that address various SDGs, including education, women's empowerment, nature protection, and more. We strive to actively contribute to the achievement of the SDGs while creating positive social and environmental impacts in the regions where we operate.

SOME SPECIFIC EXAMPLES OF OUR CONTRIBUTION TO THE SDGS:



Active trips contribute to the health of our guests. Traveling in nature promotes an active lifestyle, thus enhancing the well-being of our guests, aligning with the goal of ensuring healthy living and promoting well-being for all (SDG 3).



ASI Reisen uses 100% renewable energy in its headquarter and fully offsets all CO₂ emissions of ASI Original trips, as well as our emissions within Scope 1 and 2, thus contributing to climate action (SDG 13).



Guidelines for our partners include water efficiency measures, and guests are actively sensitized to considerate water use, contributing to the sustainable management of water resources (SDG 6).



We educate our guests on proper behavior when staying in nature and collaborating with local communities, supporting the conservation and sustainable use of terrestrial ecosystems (SDG 15).



We raise awareness among all our stakeholders about responsible consumption. Through our communication, we promote sustainable consumption and production practices, aligning with SDG 12.



We prioritize fair and long-term collaboration with our partners to contribute to the sustainable development of tourism together, supporting the goal of revitalizing global partnerships for sustainable development (SDG 17).

OUR PRODUCT



Our Global Network

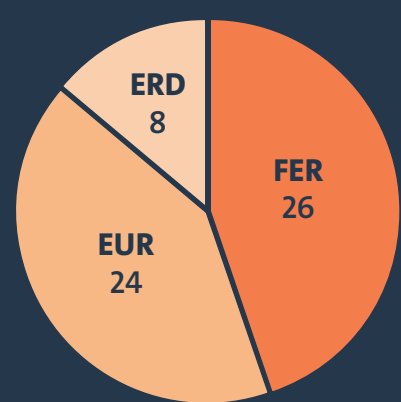
We are the leading platform for active and adventure travel in over 80 countries worldwide.



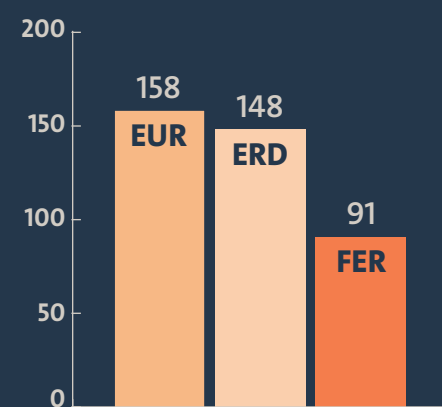
WeDesignTrips, a subsidiary of ASI Reisen, specializes in crafting tailor-made travel experiences. Our focus is on collaborating with local travel experts to create personalized and unforgettable journeys for our clients. With a commitment to authenticity and local knowledge, WeDesignTrips ensures that every itinerary reflects the unique charm and culture of each destination, providing travelers with truly immersive experiences.

ASI ORIGINAL TRIPS

Our in-house trips are lovingly crafted in collaboration between local partners and our product managers. All service providers and activities are carefully selected. The ASI Originals are appropriately marked with the ASI Original logo.



58
Countries covered



397
Trips on platform

53
Countries covered

3010
Trips on platform

PARTNER TRIPS

Our partner trips comprise ready-made tours created by our partner agencies. Since March 2022, we also offer trips in collaboration with partner agencies on our platform. Having these partners on the platform creates the opportunity to expand our portfolio with trips that we may not specialize in but still complement our offerings.

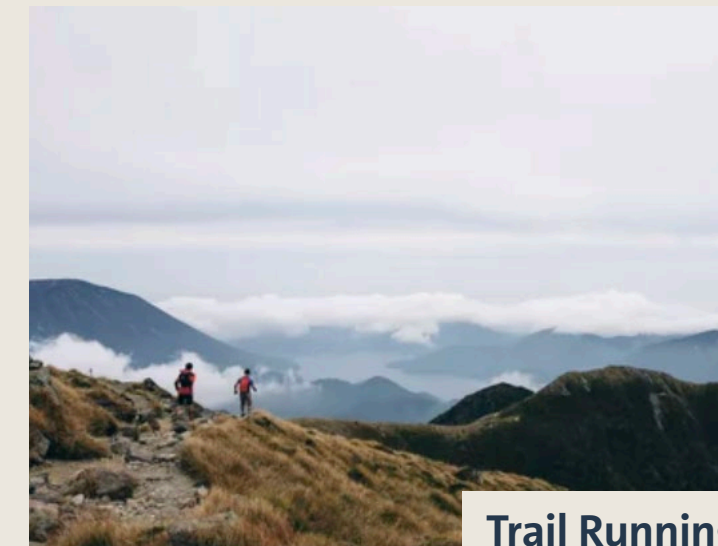
52
Countries covered

Product Portfolio

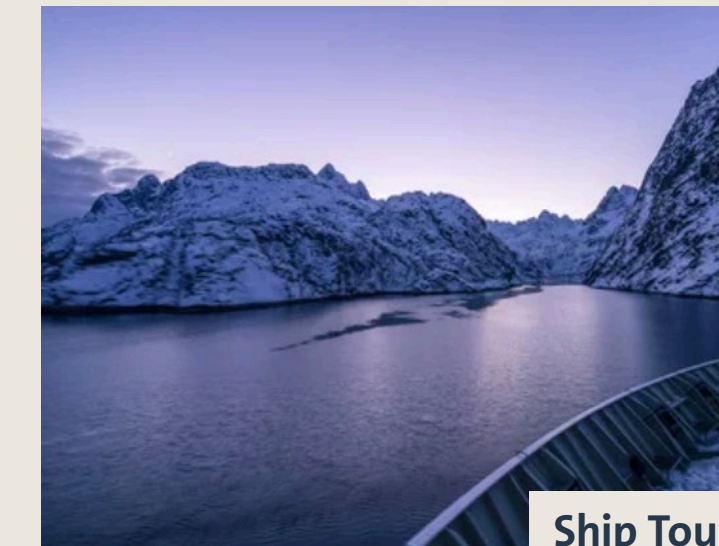
The product portfolio of ASI Reisen consists of over 390 ASI Original trips and 3010 partner trips. We don't offer easy-to-consume cruise vacations or all-inclusive stays; instead, we combine breathtaking nature with fascinating culture and outdoor activities. At ASI, we see ourselves as experts in responsible travel experiences.

ASI VERTICALS

ASI Reisen's product portfolio is divided into 4 verticals: Hiking & Trekking, (e)Bike & Bike, Adventure Travel, and Alpine & Mountaineering. We categorize the ASI Originals into various focuses such as leisurely hiking, sporty hiking, trips for singles and solo travelers, or exploring unknown paths. With this diverse portfolio, we can cater to the needs of our guests.



Trail Running



Ship Tours



Ski Tours



Cross-Country Skiing



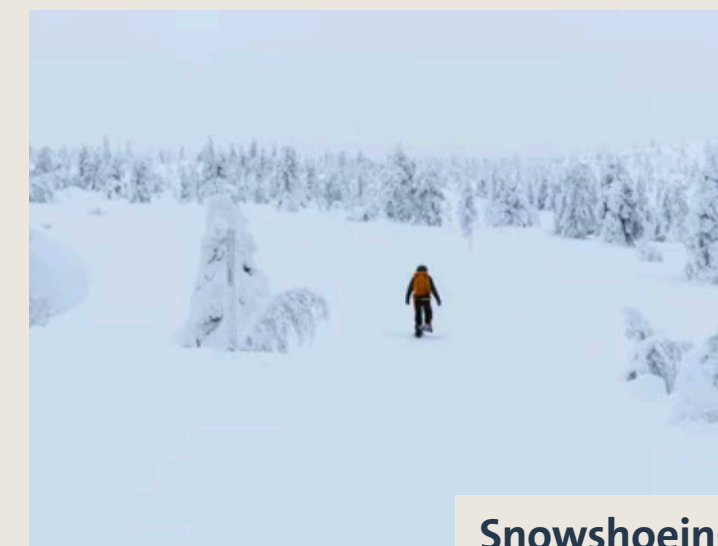
Courses



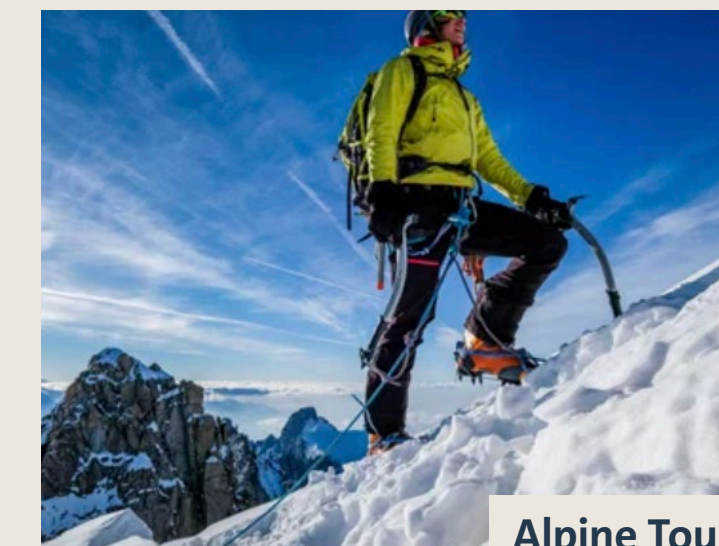
Via Ferratas



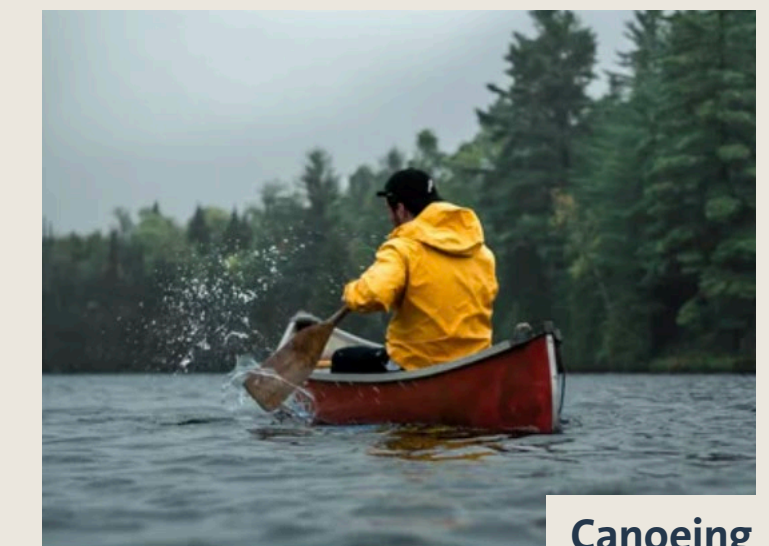
Hiking



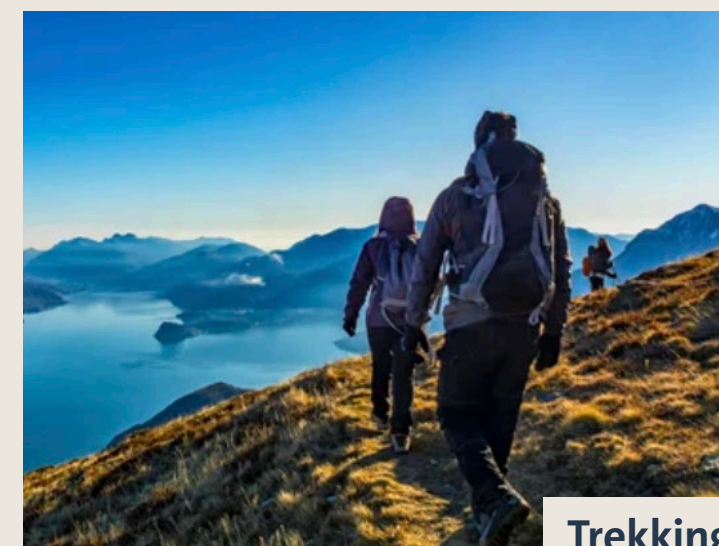
Snowshoeing



Alpine Tours



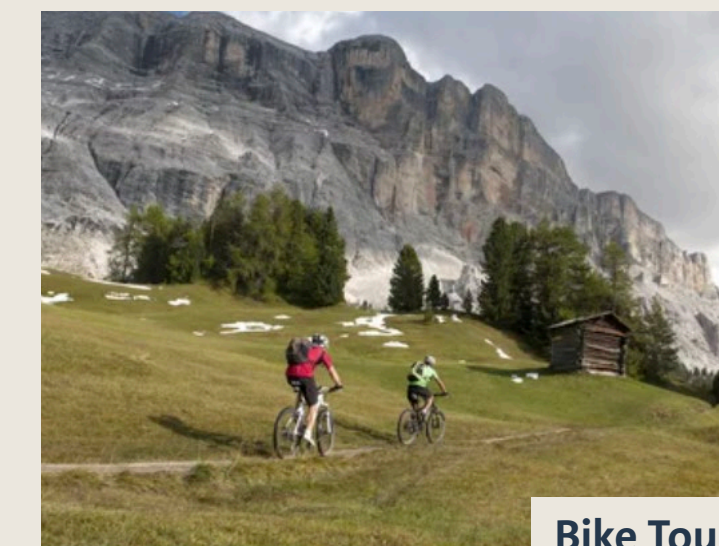
Canoeing



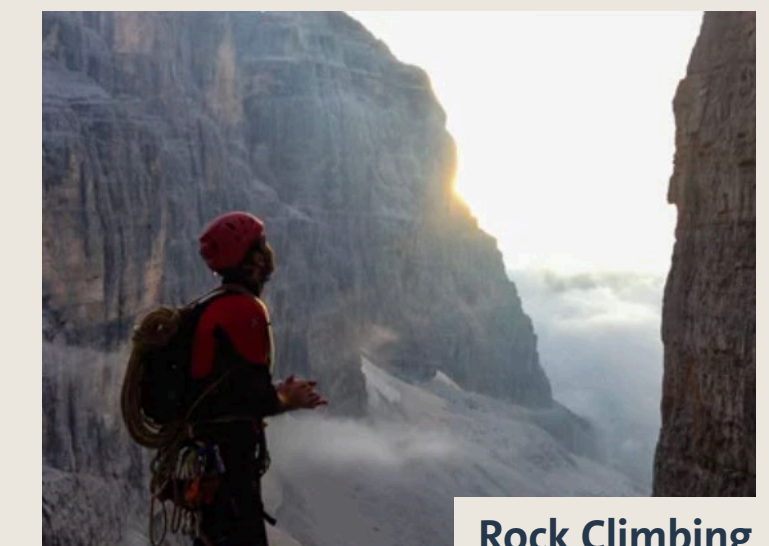
Trekking



Round Trips



Bike Tours



Rock Climbing

ASI Signature Ways

ASI Signature Ways are unique hiking and trekking routes conceptualized by ASI Reisen and exclusively available for booking through ASI Reisen.

On the ASI Signature Ways, travelers experience spectacular hikes, breathtaking nature, and authentic cultural encounters. They wander through the awe-inspiring Alps of Tyrol, follow the footsteps of the Vikings in Norway, or delve deep into Greek history on the Zeus Trail in Crete. When executing Signature Ways, ASI Reisen acts as the local Destination Management Company (DMC), making us a reliable partner for your organization and your guests.



ARLBERG TRAIL ↗

The Arlberg Trail provides an alpine hiking experience connecting the five Arlberg villages of Lech, Zürs, Stuben, St. Anton, and St. Christoph. This exhilarating trail spans 40 km across three stages, showcasing breathtaking mountain landscapes. With the convenience of cable cars, guests can explore the route's 52.1 km total length, experiencing approximately 18 hours of pure walking time. The trail offers a moderate challenge with a total elevation gain of 6,038 meters, encompassing both uphill and downhill sections. Partner hotels and dedicated services such as luggage transport add to the allure of this unique mountain adventure.



TYROLEAN BURGENWEG ↗

The Burgenweg explores the historical richness, being a scenic trail winding through Landeck, Fließ, Tobadill, Pians, Grins, Stanz, Zams, and Schönwies. Spanning 65 km over 5 stages, this route showcases five captivating castles, including Schloss Landeck, Schloss Biedenegg, Schloss Wiesberg, Burgruine Schrofenstein, and Ruine Kronburg. The Burgenweg-APP enhances the experience, offering valuable insights into the region's cultural, natural, and culinary heritage at designated Points of Interest (POI). This Signature Way allows to discover the essence of medieval Tirol, by traversing this historic trail, guided by digital narratives and informative content.



RUTA DEL CONTRABAN ↗

The essence of the Ruta del Contraban is an intriguing journey, where forgotten paths, secret smuggler hideouts and the sea form the stage. With three difficulty levels, this 7-day trekking experience offers options for exploration, whether individually or as part of a guided group. At the core lies the concept of revitalizing the abandoned network of smugglers' routes, tracing paths along Mallorca's northern coast from the sea into the mountains. The Ruta del Contraban offers an opportunity to discover the history and beauty of these hidden trails, the Smugglers' Paths.

ASI Shop ↗



[ASI x SIGG Set ↗](#) – Bottle and Lunch box

Waste Avoidance With our ASI Shop

Waste is a significant issue during travel, leading to devastating consequences. The tourism industry not only contributes to the waste problem but is also heavily affected by environmental pollution. Littered landscapes are unappealing and significantly impact the quality of the travel experience. Moreover, non-biodegradable waste harms the environment, with local communities suffering the most from pollution. We work closely with our partners to reduce plastic on our journeys and avoid it whenever possible. Our guests can actively contribute to waste reduction by bringing their own reusable water bottle and lunchbox. In our [ASI Shop ↗](#), guests can order high-quality products designed in collaboration with SIGG.

ASI Academy ↗



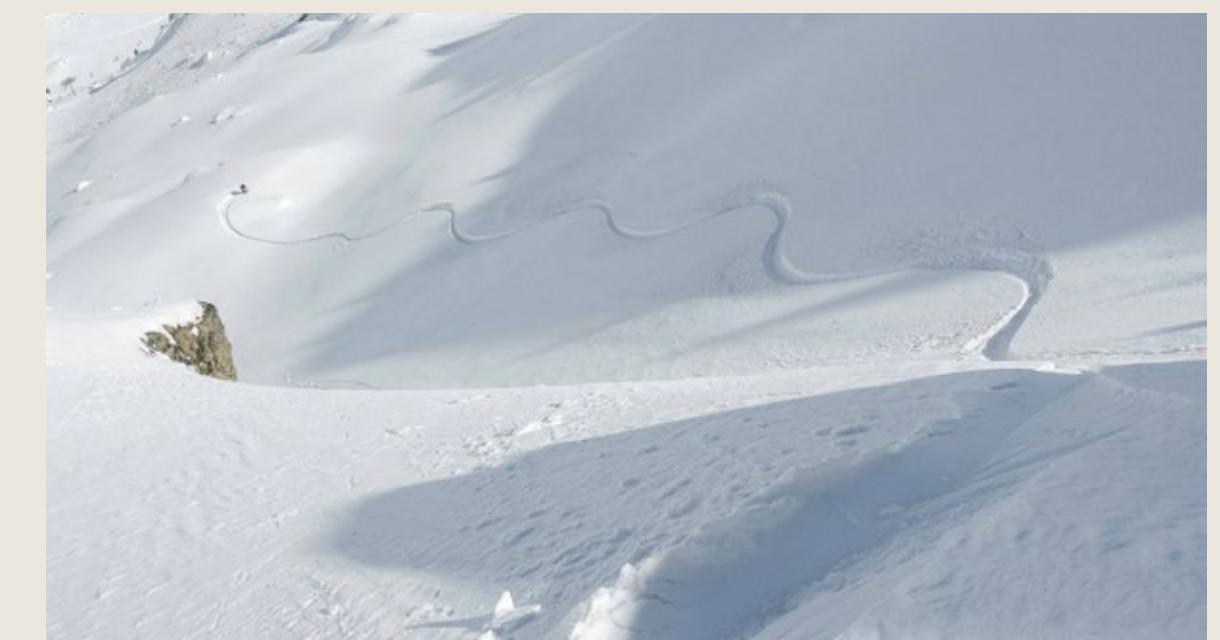
[Alpine Crossing](#)

Free high-quality online masterclasses

Since 1963, ASI has been one of the leading companies for mountain experiences worldwide. To date, we have safely guided several hundred thousand people to the world's mountains. In the [ASI Academy ↗](#), our platform for online courses on outdoor topics, leading experts bring current knowledge to you at home. To review and solidify the learning, various quizzes are integrated into the masterclasses. Currently, three courses are offered, catering to different levels of experience.



[Ski Touring Theory + Practice](#)



[Avalanche Theory + Practice](#)

SUSTAINABILITY STRATEGY



Sustainability Strategy

Our sustainability strategy encompasses three core pillars: reducing environmental footprint, maximizing local value added, and fostering dialogue and transparency. These pillars serve as a guiding framework, allowing us to optimize our impact and fulfill our mission of developing sustainable experiences for guests and local communities.

Within each pillar of our sustainability strategy, we have implemented measurement mechanisms to understand our impact, identify areas for improvement, and track progress over time. This holistic approach ensures that sustainability is integrated into every aspect of our business practices, driving continuous innovation and improvement. By prioritizing sustainability, we strive to create meaningful and lasting positive impacts while promoting responsible tourism practices worldwide. The measures regarding sustainability differ between ASI Reisen and WeDesignTrips.

ENVIRONMENTAL IMPACT

At ASI Reisen, reducing carbon dioxide (CO₂) emissions is a crucial component of our sustainability strategy. We recognize and prioritize our responsibility to minimize the environmental impact of our products while optimizing their overall sustainability.

MEASURE

CO₂ EMISSIONS

To achieve this goal, we meticulously measure the emissions associated with all ASI Original trips—those we design in collaboration with our local partners. Utilizing [Carmacal](#), a robust measurement tool, provides us with vital data to assess the impact of our products accurately. This data not only helps us understand our products' environmental footprint but also enables us to compare, analyze, and continuously improve them.

Due to the different nature of WeDesignTrips, there is no measurement of environmental impact in place. The following paragraphs focus on the efforts within ASI Reisen only.

We also measure the emissions of our headquarter using the [Normative](#) Business Calculator, a carbon calculation tool based on expenses and activities.

LINK: [Methodology of calculation](#)





PERCEPTION OF SUSTAINABILITY BY OUR GUESTS

We actively collect feedback from our guests to gauge their perception of our sustainability efforts. This feedback serves as a vital indicator of whether there's alignment between our actions and communication, helping us to ensure that our sustainability initiatives are effectively implemented.

After completing their trip, our guests are invited to participate in a survey about their experience. This survey includes four questions specifically designed to provide insights into their perception of our sustainability efforts. These questions cover various topics, including:

- Perception of sustainability of transportation during their trip
- Waste avoidance at accommodations
- Regionality at accommodations
- Conveying the topic of sustainability by the guide

The feedback collected from our guests provides us with concrete areas for improvement. Our data-driven approach not only aids us in communication with stakeholders but also allows us to track our progress and observe improvements over time. These numbers serve as a foundation for dialogue with stakeholders and as a base for implementing specific measures. It's important to acknowledge that guests' perceptions are subjective and can be influenced by various external factors beyond our control, such as infrastructure in the destination country. Nonetheless, we remain committed to using this feedback to enhance the sustainability and quality of our experiences.

REDUCE

Our approach to reducing emissions is guided by data analysis, with a primary focus on product optimization. We prioritize identifying areas where emissions can be minimized, with particular attention to transportation within the destination, where we have the most significant influence.

Stakeholder engagement is another essential aspect of our emission reduction strategy. Recognizing that many emissions occur outside of our direct control, we actively involve stakeholders and support them in implementing responsible management practices. By fostering collaboration and partnership, we aim to collectively address emissions across the entire value chain.

Emission reduction is always our top priority. Through ongoing analysis, optimization, and stakeholder engagement, we remain committed to minimizing the environmental impact of our products and advancing sustainability in the tourism industry.

As a signatory of the Glasgow Declaration, we published our first Climate Action Plan in April 2023. Read more using [this link](#).

CLIMATE INVESTMENT

At ASI Reisen, we adopt a holistic and transparent approach to carbon offsetting, recognizing the importance of reducing CO₂ emissions in combating climate change. While we strive to minimize our carbon footprint through various initiatives, we understand that some emissions are unavoidable. To address this, we partner with First Climate to invest in projects that promote sustainable development and mitigate CO₂ emissions.

First Climate, established in 1999, is a pioneer in both mandatory and voluntary emissions trading. They offer a wide range of certified projects that meet high-quality standards, providing us with reliable options for carbon offsetting.

Through our partnership with First Climate, we support the „Teesta IV“ project, a run-of-river hydropower plant located in West Bengal, India. This hydropower plant harnesses the energy of the Teesta River to generate sustainable electricity. With four turbines each producing 40MW, the plant generates approximately 720GWh of clean energy annually, which is fed into the northern Indian grid.

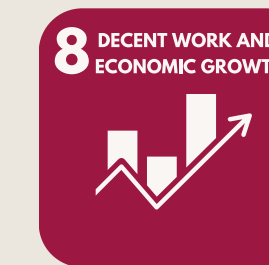
By investing in the „Teesta IV“ project, we contribute to local sustainable energy provision, helping to meet rising energy demands while reducing reliance on fossil fuels. This investment aligns with our commitment to responsible tourism and demonstrates our dedication to addressing climate change on a global scale. The „Teesta IV“ project in West Bengal, India, contributes to various Sustainable Development Goals (SDGs) outlined in the UN Agenda 2030. These projects not only mitigate greenhouse gas emissions but also generate positive development impacts across multiple dimensions.

Through our partnership with First Climate and our investment in projects like „Teesta IV,“ we demonstrate our commitment to reducing CO₂ emissions while promoting sustainable development and advancing the SDGs.



SDG 3 Health and Well-being:

The „Teesta IV“ project includes the construction of medical facilities to provide healthcare services to employees and local communities. These health centers contribute significantly to improving access to medical care in the region.



SDG 8 Decent Work and Economic Growth:

The project creates employment opportunities during construction and operation phases, contributing to economic growth and livelihood enhancement for local communities.



SDG 4 Quality Education:

The project supports the construction of schools, enhancing educational opportunities for local residents. Additionally, indigenous communities have access to qualification and vocational training courses offered by the project, contributing to skill development.



SDG 9 Industry, Innovation, and Infrastructure:

In addition to generating electricity, the project involves the installation of new power lines and the construction of access roads, improving local infrastructure and enhancing system efficiency.



SDG 6 Clean Water and Sanitation:

Financial resources allocated by the project improve local drinking water supply systems, addressing the lack of access to clean water and adequate sanitation facilities in the region.



SDG 13 Climate Action:

Hydropower generation reduces greenhouse gas emissions, mitigating the impacts of climate change. The transition to clean energy also supports India's sustainable economic development.



SDG 7 Affordable and Clean Energy:

By harnessing the power of the Teesta River, the project promotes the adoption of renewable energy technologies in India, facilitating the diversification of the national energy mix.



SDG 15 Life on Land:

By avoiding the release of air pollutants associated with fossil fuel combustion, the project helps mitigate the causes of acid rain and contributes to land ecosystem preservation.

Local Added Value

Our trips should make just as much sense for local communities as they do for travelers. This means that from the very conception of the journey, we focus on creating significant local value and fostering respect and appreciation. We measure and transparently display the local value added of each ASI Original trip. With a variety of measures in place, we aim to gradually maximize the local value added of our ASI Original trips.

At WeDesignTrips, our emphasis lies heavily on maximizing local value added in our selection of local travel experts who

curate bespoke experiences for our guests. We receive a 15% commission on trips booked through WeDesignTrips.

MEASURE

The significance of measuring local added value extends beyond transparency; it serves as a vital tool for data-driven decision-making. By analyzing and comparing the local value added across our ASI Original trips, we gain invaluable insights.

The calculation of the local value added reveals the percentage of the trip's price remaining in the host country, reinforcing our commitment to supporting local economies. Furthermore, we dissect the trip price into the following categories: flight including taxes, margin, operational costs, and other taxes.

By openly sharing this information, we foster transparency and accountability, reinforcing our commitment to responsible tourism and sustainable development. Transparent communication of our local added value metrics is not merely a practice; it's a cornerstone of accountability and trust.

MAXIMISE

Maximizing the local value added of our trips is a cornerstone of our commitment to responsible tourism and sustainable development. Our most significant influence lies in the early stages of product development, where we actively seek to integrate local value considerations. Central to this effort is our ongoing dialogue with stakeholders. We carefully select our partners for our ASI Original trips and put high importance on working with local businesses, preferably small and/or family owned. Choosing locally owned, small, and family-run businesses as partners not only supports the local economy but also directly contributes to the livelihoods of families and individuals in the community.







Guidelines play a crucial role in guiding our approach to enhancing local value added. Our Code of Conduct and internal CSR Checklist for product management serve as invaluable tools, providing clear frameworks for addressing local value considerations throughout the product lifecycle. These guidelines not only inform and support product development but also guide our ongoing review processes, ensuring that each trip maximizes its positive impact on local economies and communities.

Equally important is our commitment to stakeholder dialogue and sensitization. By actively engaging with stakeholders, we create a foundation for respectful interactions and collaboration. Through open communication and a shared understanding of the importance of local value, we foster partnerships that prioritize the well-being of local communities and contribute to the sustainable development of tourism destinations.

» Travel should make as much sense for local communities as it does for travelers. «

Ambros Gasser



					
<p>Hilf BIKI! Unterstütze die Kids in der Pankh Creative School BIKI e.V.-Bildung International-Kinderhilfe Indien</p>	<p>Spende für die lebenspraktische Schule "Class of Hope" in Sri Lanka INGEAR - INitiative GEgen ARmut e. V.</p>	<p>DRC School Project & Community Centre Tangeni Shilongo Namibia e. V.</p>	<p>Kinderheim & Ausbildungsstätte für Mädchen und junge Frauen Dry Lands Project e.V.</p>	<p>Happy Bottle House Ein Zuhause für benachteiligte Kinder Nepals Menschen im Dialog e.V.</p>	<p>Unterstützung eines Kindergartens auf den Kapverden SODADE - Deutsch-Kapverdische-Gesellschaft e.V..</p>
<p>Rishikesh , Indien</p>	<p>Galle , Sri Lanka</p>	<p>Swakopmund , Namibia</p>	<p>Marawila , Sri Lanka</p>	<p>Nayapati , Nepal</p>	<p>Ribeira Grande / Insel Santo Antão , Kap Verde</p>
<p>Bildung</p>	<p>Bildung, Gesundheit</p>	<p>Bildung, Entwicklungsarbeit, Kinder und Jugend</p>	<p>Entwicklungsarbeit, Bildung, Kinder und Jugend</p>	<p>Bildung, Entwicklungsarbeit, Kinder und Jugend</p>	<p>Bildung, Entwicklungsarbeit, Kinder und Jugend</p>
<p>Projekt Ansehen</p>	<p>Projekt Ansehen</p>	<p>Projekt Ansehen</p>	<p>Projekt Ansehen</p>	<p>Projekt Ansehen</p>	<p>Projekt Ansehen</p>

A few examples of projects – [find out more](#)

ASI DONATION PLATFORM [↗](#)

Initiated in 2021, our donation platform was introduced with the idea to create local added value beyond our experiences. In collaboration with [Betterplace](#), Germany's largest donation platform, we offer our guests the opportunity to give something back by donating to a carefully chosen project. **ASI Reisen covers all transaction fees and costs, so that 100% of the donation go directly to the project.**

Our project selection focuses on long-term collaboration and includes areas such as education, awareness-building, conservation, health and infrastructure development.

The ASI Donation Platform is being actively communicated throughout the customer journey. Our guests are provided with information about and a link to the donation platform on various touchpoints before their trip. 10 days after returning from

one of our experiences, our guests receive an e-mail including a link to donation projects. Ideally, the linked project is located in the countries our guests had travelled to. In instances where no suitable project is available, we opt for fallback projects that address pressing issues prevalent today.

Our ASI Donation Platform has been instrumental in mobilizing financial support in a short amount of time. Following the earthquakes in Syria, Türkiye, and Morocco, we were able to raise EUR 21,959.44, thanks to the generous contribution of our network. ASI Reisen doubled the donations to a total of EUR 43,918.88.

PROJECT INTEGRATION

In addition to our ASI Donation Platform, we have initiated direct collaborations with local aid projects, aiming to incorporate project visits into our trips. We recognize the immense potential in fostering personal interactions between our guests and the local communities. This approach not only enhances guest awareness but also strengthens our support for the projects.

Throughout the fiscal year 2022-2023, we successfully established procedures to incorporate project visits into our trips. Central to this effort was the creation of a transparent communication strategy, ensuring that all stakeholders are well-informed, sensitized, and comfortable with the visit. While the integration of project visits remains a nascent initiative, we are committed to providing ongoing support to these local projects. In addition to enriching the guest experience, as a tour operator, we are eager to leverage our platform to increase exposure for these projects.

Fostering Dialogue and Transparency

Collaboration and active exchange with our partners are the foundation of holistic sustainability management. Our guests, partners, and guides are the most important sources of input for us. Important sustainability topics are regularly discussed, developed, and reflected upon in workshops with our guides and partners. Our guests are also involved in the sustainability discourse. In 2020, sustainability was included in ASI Reisen's guest feedback questionnaires to ensure continuous exchange and knowledge transfer. Today, our guests' feedback provides a foundation to continuously improve our efforts.

OUR GUIDELINES

Guidelines play a crucial role in promoting sustainable development within the tourism industry, serving as effective tools for engagement and accountability. By adhering to guidelines, companies can align their operations with sustainability principles, minimizing negative impacts on the environment, communities, and cultural heritage while maximizing positive contributions to local economies and social well-being. Guidelines provide a framework for responsible practices, helping to ensure that tourism activities are conducted ethically, transparently, and with respect for human rights and the environment.

CODE OF CONDUCT [↗](#)

A code of conduct is a set of rules and principles that outlines the ethical and operational standards expected from organizations and individuals within a particular industry. For ASI Reisen and WeDesignTrips, our code of conduct serves as a cornerstone of our commitment to sustainability. Published in early 2023, our new and detailed code of conduct encompasses crucial elements such as human rights, labor rights, environmental management, and more. By requiring all our partners and suppliers to sign our code of conduct, we ensure that everyone involved in our value chain shares our commitment to ethical and sustainable practices.

CSR GUIDELINES FOR PRODUCT DEVELOPMENT

In addition to our code of conduct, ASI Reisen has developed product guidelines in close collaboration between our CSR and product management departments. These guidelines serve as a comprehensive framework for the continuous optimization of our products' impact on the environment and local communities. They include both mandatory and voluntary requirements regarding the selection of partners, hotels, and other stakeholders. Importantly, our product guidelines are dynamic documents, regularly adapted in dialogue with the product management team to strengthen requirements and address emerging sustainability challenges effectively. Through these guidelines, we strive to ensure that our products not only meet but exceed sustainability standards, contributing to positive social, environmental, and economic outcomes in the destinations we operate.

Feedback collection

We recognize the importance of feedback as a valuable source of insights and opportunities for improvement.

That's why we prioritize collecting feedback from various stakeholders, including our guests, employees, and guides. By actively soliciting feedback from these key groups, we gain valuable perspectives on their experiences and perceptions, allowing us to identify areas where we excel and areas where there is room for improvement.

The feedback we receive translates into measurable data that we can analyze and act upon. Whether it's through post-trip surveys, employee satisfaction assessments, or guide reports, we gather quantitative and qualitative feedback that helps us track performance, identify trends, and prioritize areas for action.

Furthermore, we understand that our relationships with partners and suppliers are essential to our success. That's why we maintain an ongoing dialogue with them, seeking their feedback and input to improve our collaboration and address any challenges or opportunities that arise. By fostering open communication and collaboration, we strive to continuously enhance our business relationships and deliver greater value to our stakeholders.

The following are essential inputs regarding our experiences, which help us improve our impact:

GUEST FEEDBACK

After each trip, guests are invited to complete a survey covering various aspects of their experience. In the questionnaires of ASI Reisen's experiences, sustainability-focused questions are integrated in the surveys. These cover transportation, waste management, local sourcing at hotels, and guide communication on sustainability. This feedback guides our efforts to enhance sustainability practices and ensure exceptional travel experiences.

GUIDES

After each ASI Original trip, our guides provide valuable feedback through a post-trip report. This report prompts them to share insights on sustainability-related aspects of the trip, allowing us to continuously improve our sustainability practices based on their input.

EMPLOYEES

Our employees have the opportunity to experience one of our ASI Originals trips annually as a benefit. Their firsthand experiences provide valuable insights, particularly regarding sustainability aspects of the trips. Given their heightened sensitivity to this topic, their feedback offers additional depth and detail, helping us to further refine our sustainability practices.

TRANSPARENT COMMUNICATION

Transparent communication is a cornerstone of our sustainability strategy at ASI Reisen. We believe that transparency fosters trust and accountability, which are essential for building strong relationships with our stakeholders. That's why we've made a commitment to publicly and transparently communicate important information about our trips. This includes openly sharing the calculated CO₂ emissions of each ASI Original trip, as well as highlighting the local added value generated by our activities directly on our website.

CO₂ EMISSIONS

The calculated emissions per trip are illustrated for each trip, giving an overview of the source of emissions. The total amount of emissions can be divided into the four main elements of sources: activities, accommodation, flight, and transport within the destination.

LOCAL VALUE ADDED

Each trip's pricing composition is meticulously calculated by our product management team and openly displayed on our website. This breakdown includes the following key components:

- **Local Value Added:** This represents the portion of the trip price that directly benefits local partners and communities.
- **Flight Costs incl. Taxes:** Encompassing all expenses related to air travel arrangements.

Margin: Covering operational expenses, fixed costs, and trip development costs.

- **Distribution & Processing:** Including costs associated with distribution partners, travel documentation, and processing.
- **Other Taxes:** Covering EU or international taxes and fees.
- **International Services:** Representing services provided by non-local partners or those with parent companies abroad, which may not contribute entirely to local value added.

By providing this level of transparency, we empower our customers to make informed decisions and demonstrate our dedication to sustainability and responsible travel practices.

SUSTAINABILITY CERTIFICATION

Sustainability certifications play a pivotal role in the tourism industry, serving as valuable tools for understanding and measuring one's impact on the environment, society, and economy. At ASI Reisen and WeDesignTrips, we are proud to hold certification by B Corp, which attest to our commitment to sustainable practices. ASI Reisen is also certified with Travelife.

Travelife certification [↗](#) is an internationally recognized sustainability certification scheme in tourism. It helps businesses manage and improve their social, environmental, and economic impacts, providing a framework for sustainable operations and promoting responsible tourism practices.

B Corp certification [↗](#) is awarded to companies that meet rigorous standards of social and environmental performance, accountability, and transparency. It signifies a commitment to using business as a force for good and aligning with values that prioritize people and planet alongside profit.

Considering the role of sustainability certificates in tourism, we are dedicated to working exclusively with certified partners by 2025. We do recognize the challenges involved, as many of our partners, particularly smaller businesses, face time constraints and resource limitations. However, we are committed to supporting them on their sustainability journey, acknowledging that the process can be completed at their own pace.

We focus on certifications whose standards align with those of the Global Sustainable Tourism Council (GSTC), ensuring consistency and credibility in our sustainability efforts. Through collaboration and support, we aim to collectively drive positive change within the tourism industry.

Data-based approach as a Foundation

At ASI Reisen and WeDesignTrips, we place a strong emphasis on a data-based approach to understanding and improving our impact.

We recognize that measurement is the first step towards meaningful action, allowing us to gain insights, track progress, and identify areas for improvement. By systematically collecting and analyzing data on various aspects of our operations, from environmental footprint to social impact, we are able to make informed decisions and implement targeted measures to enhance our sustainability performance.

Through careful observation and analysis of data, we can identify trends, pinpoint areas of concern, and track the effectiveness of our initiatives over time. This data-driven approach enables us to adapt and refine our strategies, continuously striving for improvement and innovation. Ultimately, our commitment to data-based decision-making reflects our dedication to transparency, accountability, and the pursuit of excellence in sustainable tourism.

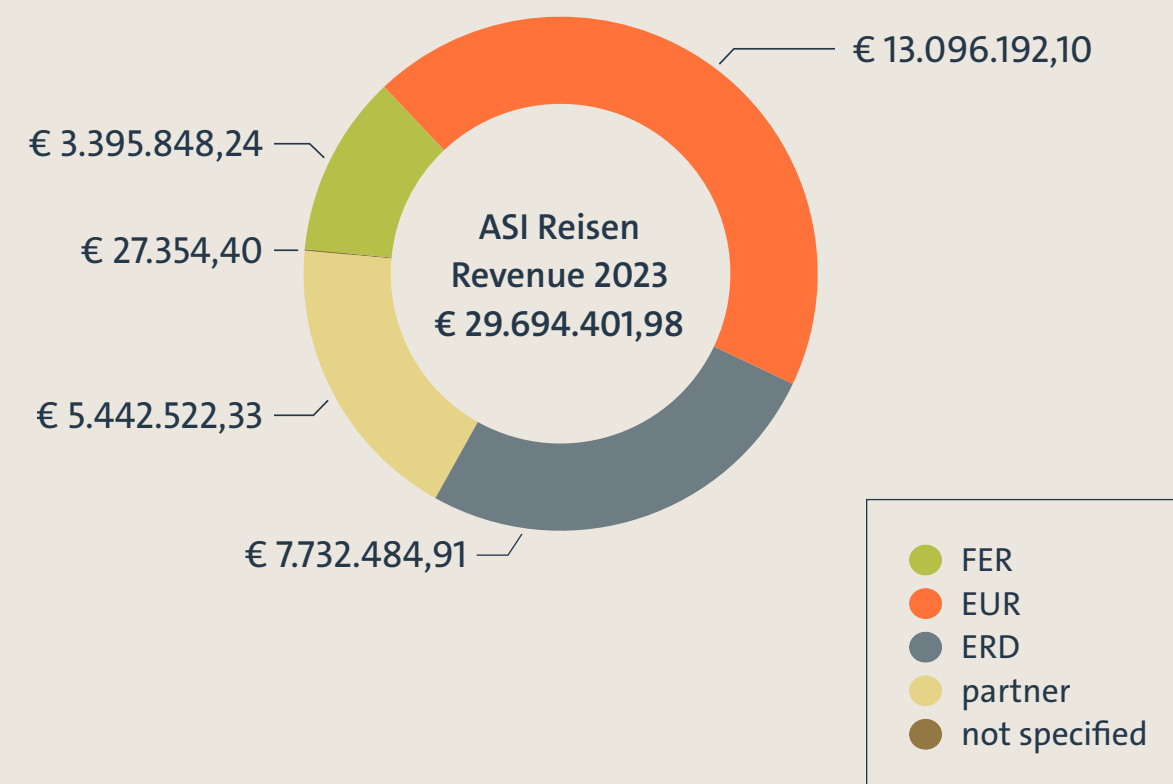
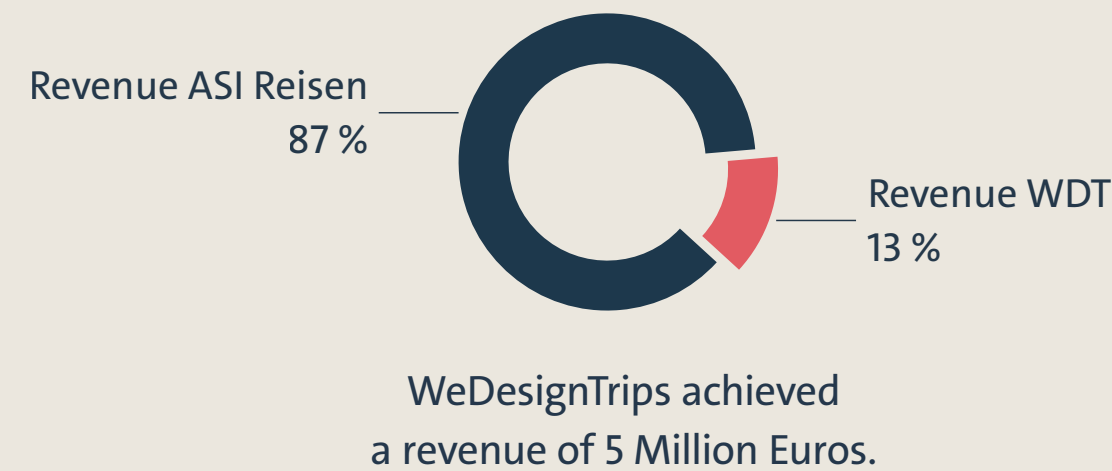
OUR PERFORMANCE



2023 in Numbers

REVENUE OVERVIEW

In fiscal year 2023, ASI Reisen achieved a revenue of approximately 29.7 million euros, marking a significant increase compared to the previous fiscal year, which stood at around 20.5 million euros, representing a growth of 44.5%. Among the ASI Original trips, Team Europe generated the highest revenue, accounting for 44% of the total revenue, followed by Team Earthbound, contributing 26% to the overall revenue.



OUR NET PROMOTER SCORE (NPS)

We utilize the Net Promoter Score (NPS) as a measurement tool, offering valuable indicators that assist us in identifying areas for optimization and monitoring our progress.

INTERNAL

At the close of the fiscal year 2023, ASI Reisen had a workforce of 42 individuals, with 3 dedicated to WeDesignTrips, and an additional 3 working remotely. Our Employee Net Promoter Score (ENPS) stood at 7, indicating areas for potential improvement amidst shifts in company dynamics, notably the introduction of remote work. Despite these challenges, our team-building events received a stellar rating of 9.4 out of 10, underscoring their importance in fostering collaboration and camaraderie among employees. These events, organized by our internal Feel Good Manager, provide valuable opportunities for interaction and bonding. Our quarterly Nestwarmings, which bring together all employees, including remote ones, are integral to nurturing our internal culture.

EXPERIENCES

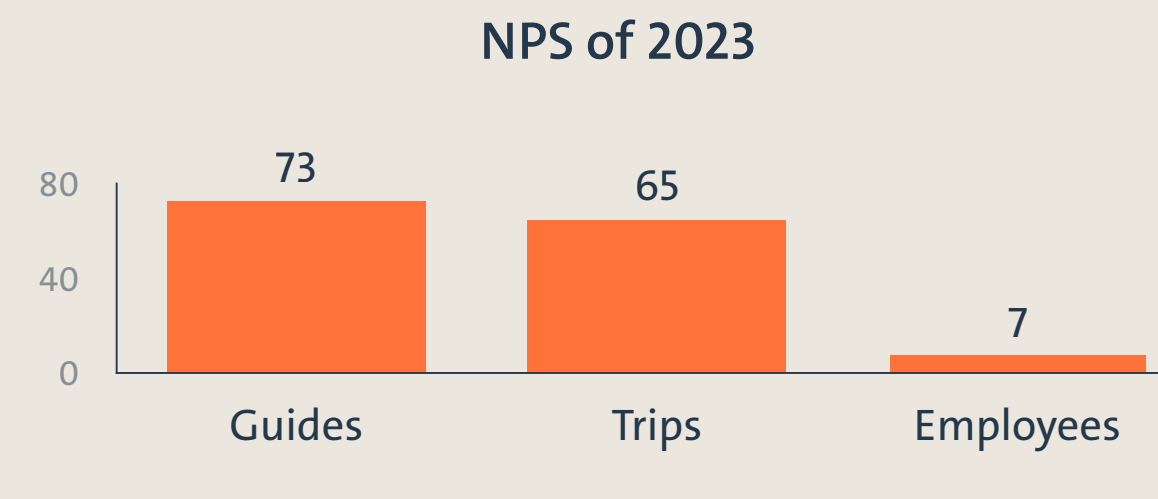
In fiscal year 2023, ASI Reisen welcomed a total of 19,872 guests, spanning various destinations and experiences. The feedback received from our guests continues to reflect their high satisfaction levels, with our Net Promoter Score (NPS) reaching an impressive 65, compared to 61 the previous year. This notable increase underscores the dedication and hard work of our team and stakeholders involved in delivering exceptional travel experiences. The NPS, measured through post-trip questionnaires completed by our guests, is based on a substantial dataset of 5,355 responses, providing valuable insights into their overall satisfaction. Notably, Europe emerged as the most popular choice among travelers, comprising 40% of total guests, followed by Earthbound at 32%. The smaller proportion of Long-distance Travel, accounting for 5% of total guests, reflects the ongoing impact of COVID-19 on travel preferences and patterns. Despite challenges, our commit-

ment to providing unforgettable experiences remains unwavering, as evidenced by the positive feedback and continued trust placed in ASI Reisen by our valued guests.

Additionally, in fiscal year 2023, 4,656 individuals traveled with ASI Partner Trips, while 1,879 embarked on journeys with WeDesignTrips, further demonstrating the diverse range of experiences offered within our portfolio. At WeDesignTrips, we collaborated with 69 travel experts, while ASI Partner Trips counted 141 partners. These partnerships are integral to our success, enabling us to offer unique and enriching experiences to our guests while supporting local communities and economies around the world.

GUIDES

Throughout the fiscal year 2023, ASI Reisen collaborated with a dedicated team of 390 guides. Their invaluable contributions and feedback are instrumental in shaping our journeys and enhancing the experiences of our guests. We are pleased to report that our guides rated their collaboration with ASI Reisen at an impressive 73.1, marking a notable increase of 5.8 compared to the previous year. This positive trend is a testament to the smooth and respectful collaboration fostered between our guides and the team at the office. The feedback collected from our guides reflects their satisfaction with the working relationship, highlighting our commitment to maintaining strong partnerships built on mutual respect and support.



Our Impact

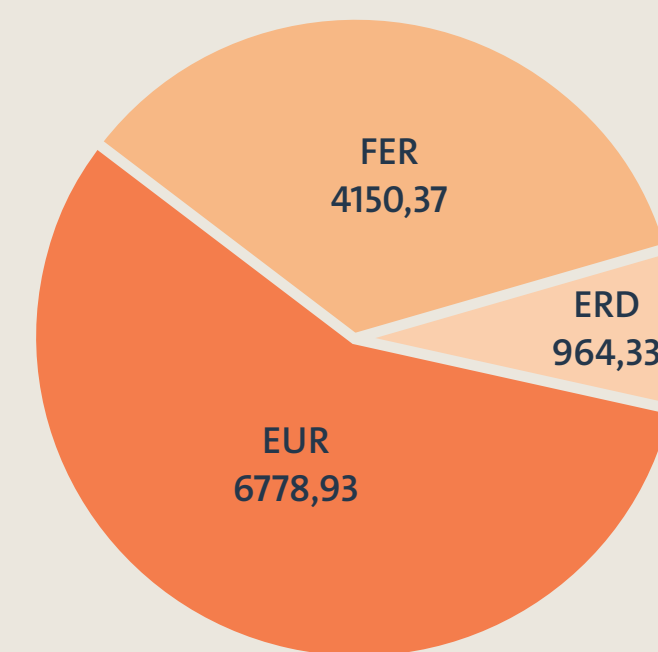
Travel leaves traces. Whether it's the impact on the environment in the form of emissions or the value created in our travel destinations, we measure our impact. This data provides a crucial foundation for improvement and guides our efforts towards a more sustainable future.

ENVIRONMENTAL

OUR EXPERIENCES

We measure the emissions of all our ASI Original trips. These measurements allow us to understand and improve our impact. While the reduction of emissions is our foremost priority, we invest the equivalent value of all non-reducible emissions caused through our ASI Original trips as well as our headquarters in our climate investments.

The illustration below displays the emissions generated by ASI Original trips throughout the fiscal year 2023, categorized by our three product management teams.



In the past fiscal year 23, our trip-related emissions amounted to 11,893.63 metric tons of CO₂.

ASI NEST

The ASI Nest was designed by the Norwegian architectural firm Snøhetta to the highest environmental standards. The green facade, composed of over 1200 native plants, acts as a buffer zone and reduces the energy required for cooling.

We source 100% of our electricity from Gutmann Ökostrom, an Austrian provider. Our electricity consumption amounted to 81,515 kWh, while our water consumption was at around 364 m³. Throughout the year, approximately 10,800 liters of waste were generated in the Nest, which was carefully separated and recycled. Our office emissions amounted to approximately 243 tons of CO₂ in fiscal year 2023.

In our commitment to transparency, we acknowledge and correct a previous error in our impact report for the fiscal year 2022, due to miscalculation. The actual emissions of our building were approximately 305 tons of CO₂, not the previously stated 2720 tons of CO₂.

PERCEPTION OF SUSTAINABILITY BY OUR GUESTS

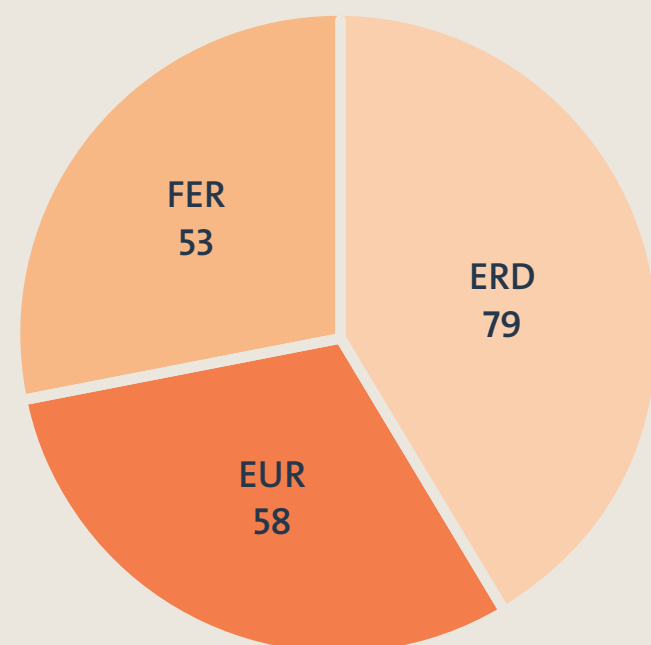
In measuring our guests' perception of sustainability in our experiences, we integrate sustainability-related inquiries into the post-trip questionnaire, where a rating of 1 signifies excellence and 5 indicates a lower score. These responses offer insights into our sustainability communication and implementation efforts. Overall, the sustainability of our trips received a rating of 1.75, marginally weaker than the previous year's 1.72. Notable shifts include a slightly lower rating for sustainability conveyed by guides (1.5 compared to 1.4) and transportation on long-distance trips (1.9 compared to 1.8). However, there were marked improvements in waste avoidance and guide inputs for Team Europe trips, as well as better rankings for guides in long-distance travel. In Earthbound travels, perceptions of waste avoidance improved. These insights are pivotal for assessing the efficacy of our initiatives, with early 2023 introductions like the Code of Conducts and CSR Checklists likely contributing to observed enhancements.

SOCIAL

LOCAL VALUE ADDED

The average added value of our ASI Originals was at 58%. We believe that travel should make as much sense for local communities as it does for travelers. We carefully choose our partners and suppliers to maximize the local value added.

The illustration below displays the average added value generated by ASI Original trips throughout the fiscal year 2023, categorized by our three product management teams.



The percentage of added value indicates the portion of the price that remains within the host country, contributing to the local economy.

ASI DONATION PLATFORM

Through our ASI Donation Platform, we were able to raise a total of EUR 35,559.44 donations made by our guests and partners. EUR 13,400.00 went directly to the various projects on our ASI Donation Platform, whereas EUR 18,294.44 were raised in response to the earthquakes in Türkiye, Syria and Morocco.

ASI Reisen doubled the donations collected for disaster relief, so in the fiscal year 2022 – 2023 a total of EUR 57,518.88 was invested in aid projects.

The substantial donations we mobilized underscore the vast potential of collective action within the tourism industry. This demonstrates the impact we can achieve by leveraging our reach and working together. In line with this, our contributions were featured in [an article by ATTA](#), shedding light on our efforts and those of other travel companies.



CARE Association, Help in need in Morocco

© Moumen Aomari CARE

» We need to shift the focus from ,seeing‘ to ,experiencing‘ and from ,consuming‘ to ,contributing‘ when it comes to tourism. «

Harold Goodwin

Professor of Responsible Tourism at Manchester Metropolitan University and Director of the International Centre for Responsible Tourism



Highlights

Discover our exciting highlights and noteworthy events that unfolded during the fiscal year of 2022-2023.



GUIDE SUMMIT

In November 2022, after several years of pandemic-related disruptions preventing previous Guide Summit gatherings, we were thrilled to finally host the event. Despite its condensed format with the focus on our alpine guides only, the event remained crucial for fostering personal interactions with our guides, reaffirming its significance within our community.

The event saw a remarkable turnout, with approximately 70 guides in attendance along with around 20 ASI staff members. The agenda for the day included presentations by Ambros, offering a comprehensive overview of the previous fiscal year and insights into future prospects. Additionally, Andrea provided updates on Guide Coordination, covering topics such as the Guide Survey results, progress towards previous year's goals, objectives for the upcoming year, introduction of new guides, tariff adjustments, the unveiling of digital guide training, and interactive discussions.

In addition to the informative sessions and networking opportunities, we also took the time to honor and celebrate our dedicated guides who have been with us for many years, some for as long as 41 years. These individuals embody our values and commitment to excellence, and we are immensely grateful for their enduring contributions to our community.



Guide Summit 2022 *Matrei am Brenner, Austria*

Following the presentations, attendees had the opportunity to mingle over drinks and food. The event took place at the Werkstätte Wattens, providing a vibrant and conducive atmosphere for meaningful discussions and networking.

The following day of the Guide Summit was marked by intense workshops, where 25 guides collaborated closely with our product development team focusing on the Alpine region. Together, they delved into detailed discussions on the most crucial Alpine crossings, leveraging the invaluable expertise and insights provided by our guides.

TRAVELIFE CERTIFICATION

In March, during ITB 2023, we had the chance to officially accept our Travelife Certification, during the Travelife Award Ceremony.

We are delighted to have received Travelife certification, validating our ongoing efforts to prioritize environmental and social responsibility in our operations. Certification serves as a crucial tool for promoting sustainability in tourism, guiding us towards responsible practices that benefit both communities and ecosystems.



CSR Manager **Jasmin Hadorn** and CEO **Ambros Gasser**



FINAL SUSTOUR EVENT

In September, ASI Reisen had the privilege of participating in the Final SUSTOUR Event held in Cascais, Portugal. Marking the end of a three-year EU-supported programme with the goal to support tourism companies in responsible practices, the event provided the opportunity to highlight best practices and foster personal interactions between participants. The event encompassed three dynamic and insightful days filled with panels covering various topics such as Carbon Management, Plastic Management, Communication, and Excursions.

Approximately 25 companies were present onsite, showcasing their best practices, while an additional 70 companies joined online. The highlight of the event undoubtedly lay in the exchange of ideas and discussions among diverse organizations, fostering enriching interactions and sparking inspirational initiatives. ASI had the honor of contributing to the dialogue, emphasizing the importance of transparent communication for stakeholder engagement and nurturing partnerships built on trust. Represented by CSR Manager Jasmin Hadorn, ASI's participation underscored our commitment to sustainability and collaborative efforts in driving positive change within the tourism industry.



Final Sustour Event 2023 *Cascais, Portugal*

INNSBRUCK NATURE FILM FESTIVAL ↗

We are thrilled to announce our inaugural collaboration with the Innsbruck Nature Film Festival (INFF). This year marks the beginning of an exciting partnership, where we joined forces to host a special pre-premiere event. At this exclusive gathering, we welcomed partners and guides to join us for a screening of „The Last Tourist.“ This thought-provoking film delves into the complexities of modern tourism, exploring its role in sustainable development and its potential impacts on nature and humanity. By showcasing this movie, we aimed to spark meaningful conversations and raise awareness about the importance of responsible travel practices and how we, ASI Reisen, in collaboration with our stakeholders can actively contribute to a more responsible form of tourism. We look forward to future collaborations with INFF and further initiatives that promote environmental stewardship and mindful tourism.



Innsbruck Nature Film Festival 2023 *Innsbruck, Austria*

A LOOK INTO THE FUTURE



A Look Into the Future

As we reflect on the future in the final chapter of our sustainability report, we anticipate a continued high demand for our trips and expect another successful year ahead. Moving forward, we are embarking on a journey to develop a new vision, charting our course for the future and defining where we aim to be.

NEW VISION AHEAD

As we reflect on the conclusion of our previous vision, #Platform23, which spanned from 2021 to 2024, we take pride in the strides we made towards further developing ASI Reisen into the leading platform for adventure experiences. With a strong emphasis on digital innovation, our teams worked collaboratively to achieve various goals, including expanding our portfolio, optimizing processes, and innovating within our CSR initiatives. As we embark on crafting our next vision, we will build upon the progress made during #Platform23, leveraging our collective experiences and insights to shape our future trajectory. Through strong collaboration with our teams, we look forward to developing a vision that propels us towards even greater heights of success and sustainability.

EXPANDING SUSTAINABILITY EFFORTS AT WEDESIGNTRIPS

An important focus in the coming years will be the expansion of sustainability efforts at WeDesignTrips. This involves identifying opportunities for implementing measures and optimizing communication strategies. Through gap and feasibility analyses, we will pave the way for the implementation of these measures, ensuring that sustainability remains at the forefront of our operations.

Despite facing challenges such as limited flight capacities, increased flight prices, and the impacts of climate change on the dynamics of tourism, including shifts in seasons and guest behavior, we remain steadfast in our commitment to sustainable travel and responsible tourism. As we conclude this sustainability report, we reflect on the resilience and dedication of our team in navigating these obstacles while prioritizing the safety and well-being of our guests. Looking ahead, we are optimistic about the future and the opportunities it holds for us to further advance our sustainability initiatives and continue delivering exceptional experiences for all involved. With a spirit of innovation and collaboration, we are confident in our ability to overcome challenges and thrive in the evolving landscape of the travel industry. Thank you to everyone who has contributed to our journey thus far, and we look forward to the adventures that lie ahead.



Imprint

ASI Reisen
Tschurtschentalerhof 1
A – 6161 Natters/Tyrol

P +43 512 60 00 60
F +43 512 54 60 01
info@asi.at
www.asi.at



Jasmin Hadorn *CSR Manager*

Questions on the
Topic of Sustainability
at ASI Reisen and
WeDesignTrips?

Please feel free to reach out
to Jasmin, CSR Manager:
jasmin.hadorn@asi.at
+43 512 546 000 20