**Media information**

07th I November I 2024

**Tourism and sustainability in Vorarlberg**

**For the State of Vorarlberg, sustainable management, careful use of resources and protection of the environment are high priorities. In this regard, members of the tourism industry make a big contribution. This includes hosts & hostesses, cable car companies, transportation, cultural providers, excursion destinations, and producers of regional products. Vorarlberg’s sustainable development is one of the key goals in the Tourism Strategy 2030.**

**The Austrian Ecolabel**

The Austrian Ecolabel is one of the most important sustainability certifications. It has been in existence since the early 1990s. This state-awarded seal of quality identifies [accommodations/hotels](https://www.umweltzeichen.at/de/tourismus/beherbergung-und-hotellerie), [restaurants](https://www.umweltzeichen.at/de/tourismus/gr%C3%BCne-gastronomie), [gastronomic establishments,](https://www.umweltzeichen.at/de/tourismus/catering) [museums](https://www.umweltzeichen.at/de/kultur/museen) and [event locations](https://www.umweltzeichen.at/de/tourismus/veranstaltungslocations) and many other tourism companies that act and operate ecologically in accordance with defined criteria and assume a certain amount of social responsibility. The eco-label is awarded for four years at a time. Afterwards, there is an additional new review.

**Awareness of the use of resources**

The 5e program is one example of a statewide initiative. Since 1998, it has been supporting Vorarlberg municipalities in structured and sustainable climate protection work. Experts support the relevant measures in areas such as community development, construction, energy, mobility and raising awareness. Municipalities that meet the highest standards in all areas are awarded five “e”s and also receive the “European Energy Award.”  [Vorarlberg’s e5 municipalities](https://www.energieinstitut.at/gemeinden/das-e5-landesprogramm/e5-gemeinden-in-vorarlberg)

**International EcoProfit Initiative**

This initiative recognises companies and institutions for their environmental management. An environmental report, ongoing training and further education form the basis for the certificate. The certificate must be audited and renewed annually. Numerous businesses, cable cars and some holiday destinations have already been certified with EcoProfit. [EcoProfit-certified companies](https://vorarlberg.at/-/oekoprofit-zertifizierte-betriebe)

**Climate-friendly mobility in Vorarlberg**

**Train and bus mobility**

Vorarlberg is one of several regions in the Alps that can be easily explored by [train and bus](https://www.vorarlberg.travel/en/activity/mobile-on-vacation-2/). The state is easily accessible by train from all directions. Within Vorarlberg, trains and buses are organised via an interconnected system and run at coordinated intervals. From early in the morning until late in the evening, there are connections on almost all routes seven days a week. This is the best way to explore Vorarlberg car-free, making use of the principle of [hop-on/hop-off.](https://www.vorarlberg.travel/en/day-trips-in-vorarlberg-by-bus-and-train/%22%20%5Ct%20%22_blank)

**Regional inclusive cards and guest cards**

In summer, [regional inclusive cards](https://www.vorarlberg.travel/en/activity/inclusive-cards-vorarlberg/) offered by all six Vorarlberg holiday regions simplify environmentally friendly mobility while also offering additional benefits.

**V-CARD**

From 1 May to 31 October, holders of the [V-CARD Vorarlberg](https://www.v-card.at/) can visit or take advantage of over 80 excursion destinations throughout Vorarlberg, including cable cars, once. The card is available at an advantageous all-inclusive price.

**Ski pass and admission tickets for use in public transport**

In winter, these [ski passes](https://www.vorarlberg.travel/en/activity/the-clever-way-to-the-ski-resort/) also function as tickets for trips on regional or ski buses. Additionally, tickets available online for some museums and events include travel to and from the event by public transport. This service is offered, for example, by the Kunsthaus Bregenz museum, the vorarlberg museum and the Bregenz Festival.

**Hosts and sustainability (a selection)**

Many hotels and host families in Vorarlberg have implemented measures that encompass all three pillars of sustainability. Accordingly, the majority of employees in the holiday hotel industry enjoy free board and lodging. For most hotels, it is a matter of course to offer modern rooms or apartments for employees or their own staff houses. The benefits and social benefits often go above and beyond the industry average. These may include fixed working hours, a 4-day week, and e-cars that can be used free of charge. Some of these particularly committed hotels undergo the “[Great Place to Work](https://www.greatplacetowork.at/beste-arbeitgeber/oesterreich/great-tourism-zertifizierte-tourismusbetriebe-offline/?_gl=1*1wlcw64*_up*MQ..&gclid=Cj0KCQjwsoe5BhDiARIsAOXVoUtb1ND87pRiS43r-bFto4Y0_MuI5yV0FSSNP_hm25Kg-HWjNCsFjh4aAgP5EALw_wcB)“ certification process. In this regard, surveys of employees about their job satisfaction play a major role.

The **Hotel Viktor** in Viktorsberg is an integrated [training centre for tourism professions](https://www.hotel-viktor.at/ausbildung) in Vorarlberg. Since 1999, it has been offering youths with disabilities training opportunities in the hotel and gastronomy industry. Every year, around 15 apprentices have the opportunity to complete an apprenticeship in the office/reception, room cleaning, kitchen and restaurant professions.

For many hotels, ecological measures, often linked to economic aspects, are becoming increasingly important. The following is a selection of hotels that stand out in this segment:

* [Hotel Lün](http://www.hotel-luen.com/) in Brand in the Brandnertal
* [Hotel Mondschein/Mondschein Chalet](https://www.mondschein.com/%C3%9CBER-UNS#GREENLIVING)  in Stuben
* [Naturhotel Chesa Valisa](https://www.naturhotel.at/en/the-naturhotel/) in Kleinwalsertal
* [Schwanen Biohotel](https://biohotel-schwanen.com/tisch/bio-koech_innen/) in Bizau

**Change Maker Hotels**

This privately organised group of “[Change Maker Hotels](https://changemakerhotels.com/)” unites establishments that protect nature and the environment with mindful ideas, creating meaningful inspiration for sustainable travel now and in future. The number of members from Vorarlberg is steadily growing.

**Cable cars and sustainability (a selection)**

**Vorarlberg cable cars**

The Vorarlberg cable car industry jointly produced a [sustainability report](https://www.wko.at/vlbg/transport-verkehr/seilbahnen/bergliebe) entitled “Bergliebe” in 2023/24. An accompanying folder provides excerpts of the most important measures taken by the companies in terms of ecological, economic and social sustainability.

**Cable car companies and the municipality of Lech Zürs am Arlberg**

For years, [Lech Zürs am Arlberg](https://www.lechzuers.com/en/guide/sustainability) has been focusing on sustainable measures such as the use of biomass heating plants and environmentally friendly mobility, including a nearly car-free zone in Oberlech and electric cars in the tunnel system. Since 2020, Ski Zürs AG has been operating all lifts, mountain restaurants and snow facilities with green electricity. Since the beginning of 2023, this has been supported by a small hydropower plant that covers around 15 percent of the village’s electricity needs. Additionally, the municipality and the cable cars also promote biodiversity through close cooperation with farmers.

**Golm Silvretta Lünersee Tourismus**

The [“Golm Silvretta Lünersee Tourismus” company](http://www.gsl-tourismus.at/de/nachhaltigkeit), which is based in Montafon, is intensively involved in environmental and climate protection measures. The company combines the Erlebnisberg Golm adventure mountain, the Silvretta Bielerhöhe and the Lünersee lake in the Brandnertal. The organisation is pursuing three goals: A reduction in CO2 emissions by 77 percent by 2030 (by 2023, the company had already reduced CO2 emissions by 62 percent). The promotion of E-mobility. A continuous improvement in energy efficiency. Numerous benefits and social services underscore the sustainable employer strategy. More details and information can be found online.

**Regional sustainability initiatives**

**“Echt Lech” puts a spotlight on mountain farming**

Seven mountain farms from Lech, Zug, Oberlech and Zürs have joined forces and founded the “[Echt Lech](https://echtlech.at/)” association. The goal is to make everyday life with animals on the sometimes steep mountain slopes of the Arlberg region more visible. From hay milk to pork, beef chicken meat or various sausages, they sell their specialties under the “Echt Lech” label. On the other hand, the initiative aims to raise awareness of the animals and agricultural work, fostering a greater appreciation for high-quality agricultural products.

**Commitment in Montafon**

In February 2024, [Montafon](https://www.montafon.at/de), together with the Alpenregion Bludenz and the Bodensee-Vorarlberg region was one of the first Destination Management Organisations (DMOs) in Austria to achieve EcoProfit certification, thus taking a further step towards promoting sustainable business development in the region. Certification for the Austrian Ecolabel should also be completed in the Montafon by the end of 2024.

**PIZ Montafon**

[PIZ Montafon](https://piz.montafon.at/) was founded in 2022. The initiative sees itself as a future laboratory for sustainable tourism. To this end, PIZ Montafon is forming a network of experts and the Next Generation. Participants will work together to develop and implement solutions. Part of PIZ Montafon is PIZ VHOTEL (PIZ virtual hotel). This online knowledge and exchange platform helps Montafon hosts to make their business fit for the future. Currently, the PIZ VHOTEL features ten rooms – modeled after the layout of a hotel – covering more than 60 topics, including water and energy-saving measures, integration of regional products, employee management, mobility, and effective communication of sustainability initiatives. This pioneering project has been available free of charge to all hosts in the Montafon since the start of 2024.

**#zäm – living together in the region**

A region is considered particularly liveable, attractive and authentic when the hosts and producers complement each other in an ideal way. The [#zäm](http://www.xn--zm-via.at/) initiative (with “zäm” meaning “together” in the Vorarlberg dialect) provides a platform for the many successful partnerships in the Bodensee-Vorarlberg region. Posts, photos, videos, and podcasts provide an insight into how tourism businesses, producers, and craftsmen and craftswomen work together to shape the high-quality offerings of the Lake Constance region.