

Tourism in Vorarlberg – exemplarily sustainable

2nd edition of "Sustainability in Austria"

Whether on a small scale or as a cross-company concept, the second volume of "Sustainability in Austria" by the Austria Tourism Board shows how sustainable tourism can work. It presents 48 innovative best practice examples, including eight from Vorarlberg.

Green Mountains Initiative – holistically anchored

The Green Mountains Initiative of the Silvretta Montafon ski resort is all about responsible and sustainable tourism. Divided into the areas of climate, nature, and habitat, it is not only firmly anchored in the company's strategy, but also mandatory: The initiative permeates all areas – from energy to mobility and regionality to human resources management – and actively involves all employees. Initial successes: The "Green Ticket," declining emissions, and internal benefits such as job bikes and a sustainability newsletter are raising awareness and driving change.

Green Traces – More knowledge through data

The "Green Traces" project by Urlaub am Bauernhof Vorarlberg makes sustainability measurable and transparent: Together with the Vorarlberg Energy Institute, a digital tool (ekart.at) was adapted that allows businesses to record their energy consumption and carbon footprint free of charge. The data collected also enables comparative values within the industry for the first time. The project contributes to greater awareness and honest communication with guests.

Digital guest card – easy mobility with public transport

Since 2019, overnight guests in the Bludenz Alpine region have been able to use the public transport network throughout Vorarlberg. The digital guest card is also a ticket and is valid from the first day of the stay. The model is well received by guests, reduces individual traffic and thus emissions. The pilot project, which was developed in cooperation with the state, the transport association and the municipalities, was also implemented in the Lake Constance-Vorarlberg destination in 2025, with other regions to follow.

Concert bus to the Schubertiade – bus transfer with added value

Because many guests of the Schubertiade in Schwarzenberg stay overnight in surrounding communities due to limited capacity, a bus network with three lines has been set up to take visitors comfortably and punctually directly from their hotel to the concert and back again. Jointly financed by Regio Bregenzerwald, Bregenzerwald Tourism, and the municipalities, the service combines tourism, culture, and sustainability in a way that benefits the region.

Nature-friendly mountain sports in Montafon – working together for nature

Protecting the sensitive alpine natural environment so that it remains a recreational area for everyone in the long term – this need gave rise to "Nature-friendly mountain sports in Montafon." To this end, the initiative focuses on raising awareness and visitor management and creates dialogue formats to resolve conflicts of interest. All interest groups are involved – from tourism

providers, guests, and locals to forestry and ski schools. The basis for this is the "Mission Statement for Nature-Friendly Mountain Sports," which can also be applied to other alpine regions.

PIZ VHOTEL – Guidance on a shared path

"Knowledge. Exchange. Act" are the keywords of this digital platform for responsible hospitality. Since 2024, it has been supporting Montafon businesses free of charge on their path to sustainability and is unique in Austria: Developed by the PIZ Montafon future lab, it offers information on over 60 topics in ten virtual (hotel) rooms – based on the criteria of the Austrian Ecolabel. There is also a discussion forum, expert advice, and participants can track their progress in their individual profiles.

Rote Wand Friends and Fools – full culinary experience ahead

The Rote Wand gourmet hotel in Lech shows how hospitality and innovation can be combined through cuisine. The pandemic-related experiment "Friends and Fools" has developed into a "competence center" for sustainable cuisine that offers more than just top-class gastronomy. With workshops, field kitchen events, and masterclasses, the platform invites guests to exchange ideas and share experiences. In addition to agriculture, cuisine, and research, it will also focus on crafts and art in the future – for a vacation experience that inspires both the senses and the intellect.

Tempel 74 – host architecture

State Prize for Architecture 2021, Vorarlberg Timber Construction Prize 2021 – the "Tempel 74" apartment building has received numerous awards. Built in 2018, owner, architect, and construction manager Jürgen Haller opted for an innovative residential concept that blends gently into the landscape: House A, traditional, and House B, modern, combine the Bregenzerwald building culture with contemporary design, ecological construction with sustainable management, and separate living with a communal living room. Architectural tours of the temple and Mellau are included for guests during their stay.

Read about the challenges and successes of each project in the [complete edition](#)! The print edition is available on request at nachhaltigkeit@austria.info.