

Alta Badia, our path for the future

How do we want to be perceived?

As a place, that offers the highest level of enjoying the mountains in a responsible way!

How do we want to achieve this?

Through the attentive and daily efforts of all those involved, coordinated by the tourism authorities in collaboration with the municipalities. A sense of responsibility that has always been ingrained in our people and that is understood not only as environmental protection, but also as the protection of a holistic ecosystem made up of people, culture and values.

These are the cornerstones of our strategy:

Travellers are much more than tourists for us, they are guests!

A viewpoint that makes a big difference! We want to welcome them as friends, introduce them to our territory and our values and ask them to support us in their preservation.

We are well aware of the fortune of living amidst the most beautiful mountains in the world!

A privilege that comes with awareness and responsibility for a beautiful but extremely fragile environment. For this reason, all players involved work cohesively in order to keep the impact of their activities as low as possible on the environment.

We have formed a **Green Team** composed of representatives from all tourism categories, institutions and our youth to address sustainability and launch concrete projects and initiatives.

In the summer of 2022, we determined our CO2 impact at regional level.

Responsible mobility

We aim to support a responsible mobility system by raising general awareness and providing information to our guests. This makes public transport and lifts a practical and effective alternative – with great panoramic views. In addition, the bicycle is our number one choice for getting around the Dolomites in a sustainable way!

We are in the process of establishing **new travel periods**, such as spring and autumn, so as to offer our guests the opportunity to fully enjoy our territory while at the same time decreasing the number of visitors during the main travel periods.

We understand **sustainability as a comprehensive concept** which not only includes environmental protection, but also the **safeguarding and cultivation of the Ladin culture and population**. In this spirit, we support local associations to preserve our traditions and launch initiatives to share our language and culture with people travelling to Alta Badia from all over the world.

Last but not least, we also rely on your support!

Help us to preserve this unique territory by taking concrete action during your stay.

