

PRESS RELEASE

Salzkammergut Touristik is Travelife Certified

Bad Ischl / Amsterdam / Berlin, 6 March 2026 – On 25 February 2026, **Salzkammergut Touristik GmbH** was awarded the highest sustainability certificate, **Travelife Certified**. The official presentation of the certificate took place on 4 March 2026 at **ITB Berlin**, the world's leading travel trade fair and one of the most important international meeting places for the global tourism industry.

With this award, the company has achieved the **highest level** of the internationally recognised Travelife certification for sustainable tourism. For Salzkammergut Touristik, this is a special recognition of its long-standing commitment to responsible travel and sustainable corporate management.

As a family-run company, Salzkammergut Touristik has attached great importance to the harmony between **tourism, nature and regional culture** for many years. Back in 2011, the company was awarded the **Upper Austria Tourism Innovation Prize (Brilliance 2011, category 'Green Tourism')** for its commitment to the project 'Snowshoe hikes from place to place'.

With its **'A tree for your booking'** initiative, Salzkammergut Touristik has been sending another clear signal for active climate protection since 2018: for every hiking or cycling trip booked, a tree is planted in the Salzkammergut region. The project is part of a series of sustainable measures with which the company is taking responsibility for the environment, the region and society – and at the same time setting an example for the long-term and consistent implementation of sustainability in its corporate strategy.

Over the past two years, Salzkammergut Touristik has been intensively engaged in the comprehensive Travelife certification process. Travelife is a leading international training, management and certification initiative for tourism companies committed to social and environmental sustainability. The programme comprises three levels: (1) Travelife Engaged, (2) Travelife Partner, (3) Travelife Certified.

With the successful completion of the **third and highest level**, the company meets more than **200 criteria** in the areas of sustainability management, employees, office organisation and equipment, social policies and human rights, cooperation with suppliers and customer communication. The Travelife standard is based on the principles of ISO 26000 on social responsibility and is in line with international sustainability goals.

'We are proud and happy to have achieved this highest award,' emphasises **Barbara Ahrer, BA**, Managing Director of Salzkammergut Touristik GmbH. 'The certification is an important milestone for us – but the journey continues. We see it as an obligation to continuously develop sustainability in our company and to raise awareness of responsible travel together with our partners and guests.'

It is particularly noteworthy that **Salzkammergut Touristik was the first tourism company in Upper Austria** to be awarded the **Travelife Certified** certificate, thus playing a pioneering role in sustainable tourism in the region and in Austria. With this award, the company underlines its long-term commitment to **social responsibility, ecological sustainability and future-oriented tourism in the Salzkammergut**.

For further information about the company, please visit our website:

<https://salzkammergut.co.at/en/home.html>

<https://salzkammergut.co.at/en/about-us/travelife.html>

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