Salzkammergut Touristik GmbH
Management

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SALZKAMMERGUT TOURISTIK
IHR SPEZIALIST FÜR REISEN IN ÖSTERREICH
YOUR SPECIALIST FOR TRAVEL TO AUSTRIA

SUSTAINABILITY REPORT 2025

2025 | Salzkammergut Touristik GmbH | Annuel Review

RESPONSIBLE TRAVEL

Travel connects people, regions and cultures – and comes with responsibility. As a Destination Management Company for Austria, we aim to strengthen the positive contributions of tourism while consciously taking its environmental and social impacts into account. Our annual sustainability review helps us make developments visible, identify areas requiring action and continuously improve our measures.

A YEAR OF PREPARATION

For Salzkammergut Touristik, 2025 was a year of preparation for the Travelife certification. The desire to become the first incoming travel agency in Upper Austria to achieve certification already existed before the company handover in December 2022. The initial groundwork had been laid, but daily challenges and a unique company succession meant that the project was initially postponed. In 2025, we once again dedicated ourselves intensively and consistently to the certification process.

Our central task was to systematically address the requirements of the Travelife Certified Standard, which features more than 200 criteria. To achieve this, we established a clear structure for sustainability, consolidated measures that had already been implemented, and documented them in a verifiable manner. At the same time, new criteria and extensions were reviewed, introduced, and recorded. This work resulted, for example, in our sustainability policy, partner guidelines, and a code of conduct for customers. Building on this, further projects were launched that also occupied us in the following year.

Since its founding in 1994, Salzkammergut Touristik has been committed to our home region; we monitor our resource consumption and strive to give something back to the environment. This report shows our continuous development. We are therefore even more pleased to be able to make our first positive developments and results visible.

KEY PERFORMANCE INDICATORS IN COMPARISON

423 trees **supported** +33 compared to 2024	**–10,32** m³ **Water consumption** compared to 2024	**–2.452** pages **Print volume** compared to 2024	**+1.359,16** kWh **Electricity consumption** compared to 024

Overview

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A TREE FOR YOUR BOOKING

In 2018, we launched our "A tree for your booking" campaign in cooperation with the Austrian Federal Forests (Bundesforste Österreich). This means that for every hiking and cycling tour booked in the Salzkammergut, we plant a tree in the region. We are proud to have achieved another increase of 33 trees in 2025 compared to 2024. As a result, 423 trees were planted in the Weißenbach Valley due to our bookings. Further information on this project can be found at:
https://salzkammergut.co.at/en/about-us/sustainability.html

RESOURCE CONSUMPTION

Water consumption has decreased – which we are pleased about. Gas and electricity consumption, on the other hand, have increased. We will examine these developments more closely and analyze potential causes as well as suitable energy-saving measures.

SAVING PAPER – RETHINKING PROCESSES

A concrete step was the decision to fully digitalize our accounting in 2025. This required adjusting internal workflows and creating new digital structures. The transition supports the goal of saving paper and making processes more efficient. Recorded print volume fell from 90,794 to 88,342 pages. This digitalization process will be continued.

THE DETAILS IN FIGURES

Key Metric	2024	2025
„A Tree for Your Booking“	390 units	423 units
Water consumption	185,34 m³	175,02 m³
Gas consumption	2.486,04 kWh	2.946,40 kWh
Electricity consumption	13.494 kWh	14.853,16 kWh
Print volume	90.794 pages	88.342 pages

WHAT ELSE WE IMPLEMENTED IN 2025

In 2025, we consistently followed our policy of travelling by train to trade fairs and industry events. We attended five industry events: ATB (Austrian Tourism Business) in Vienna, ITB (Internationale Tourismus-Börse) in Berlin, two VPR (Internationaler Verband der Paketer e. V.) events in Brussels and Würzburg, and RDA (Ring Deutscher Autobusunternehmen) in Cologne.

Since we did not travel by plane to any of these events, no flight compensation payments were incurred in 2025. In doing so, we are setting a clear example for more resource-efficient travel to industry events.

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As in 2024, we participated again in 2025 in the spring clean-up campaign "Hui statt Pfui" organized by the municipality of Bad Ischl, our hometown. This year, the clean-up took place around the Jainzen mountain. By participating, we make a concrete contribution to the care of our surroundings.

During the annual meeting, all existing employees can expect an overview and explanation of our Travelife policy, serving as basic training on the current guidelines. Subsequently, changes and further developments will be shared, reviewed, and discussed in the respective Travelife annual plan. Travelife is a permanent fixture for us. For our new employees, the basic Travelife training will take place in the coming year.

Employee benefits were utilized more heavily in 2025 than in the previous year. The offer allowing employees to take one trip per year at the company's expense simultaneously supports product training. Employees get to know destinations and products better, enabling them to incorporate this knowledge into customer consultations and offer designs.

OUR NEXT STEPS

PAPER & DIGITALIZATION | Further consolidate digital accounting and consider low-paper workflows in additional areas.

TEAM & LEARNING | Continue to expand Travelife knowledge and support product training through the utilization of employee benefits.

ANNUAL PROGRESS REVIEW | Regularly evaluate measures, key performance indicators, and the sustainability policy, and include the results in the next annual sustainability check.

Barbara Ahrer, BA

Bad Ischl, 20.10.2026 **Sustainability & General Manager: Barbara Ahrer, BA**

Basis of the report: Annual Sustainability Check 2025, conducted on March 2, 2026.