



ASI Reisen  
*Impact Report 2024*





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# Welcome from CEO



**Ambros Gasser** CEO ASI Reisen & WeDesignTrips

## In 2024, ASI Reisen embarked on another extraordinary chapter of growth, building upon a record-breaking year.

With unwavering passion and dedication, we achieved a remarkable revenue milestone of approximately EUR 40 million, welcoming 23,500 adventurers who chose ASI Reisen and WeDesignTrips to explore the world.

The driving force behind this success is the deep passion shared by our customers, employees, and guides for responsible adventure travel. With an outstanding Net Promoter Score (NPS) of 65, an employee NPS (eNPS) of 52, and a guide NPS (gNPS) of 70, we have reached new heights—but we do not see these achievements as the finish line. Instead, they fuel our ambition to achieve even greater goals in 2025.

Together, we shaped our bold new vision: to be the leading platform for sustainable travel in the DACH region (Germany, Austria, and Switzerland). Each team member is aligned with our mission, understands the priorities that guide us, and the unique role they play in bringing it to life. Through continuous monitoring via our OKRs and open, transparent dialogue, we remain steadfast in our pursuit of excellence.

In 2024, we poured our energy into expanding our expertise, gaining deeper insights into our guests' needs, and strengthening our bonds with local partners. This journey took our team across 38 countries, forging invaluable connections and fuelling our commitment to meaningful, responsible travel experiences.

Our team has grown even stronger enriched by 15 inspiring new colleagues who bring fresh energy, dedication, and vision to ASI. Today, our diverse team is a powerful blend of seasoned ASI veterans and passionate newcomers, driving innovation and shaping the future together.

Sustainability remains at the heart of everything we do. We are proud to have reduced the ecological footprint of our ASI Original trips by 3% per guest per travel day year-over-year—an important milestone in our unwavering mission to protect the planet.

As we look to the future, we remain committed to pushing boundaries, redefining adventure travel, and leading the way in sustainable tourism. With a clear vision, a dedicated team, and a shared passion for exploration, we are ready to inspire even more travellers in the years to come.

A large, stylized handwritten signature in dark blue ink, which appears to be 'dg' followed by a horizontal line and a dot.

# Welcome from CSR

**As CSR Manager at ASI Reisen, it is my great pleasure to introduce this year's Impact Report—a reflection of our ongoing commitment to shaping a more responsible tourism industry, together.**

This edition will be a little different: it includes exciting developments, new initiatives, and honest reflections. Notably, we have made meaningful strides in advancing sustainability within WeDesignTrips—a journey we are excited to continue with ambition and care. It was also a year of important milestones: moments where we were able to show up and raise our profile—at events, through new collaborations, and by creating spaces for dialogue. These opportunities have helped us build stronger relationships, promote the cause, and learn from one another.

This year's report also reflects significant structural developments within our organisation. Changes like the establishment of a dedicated HR department have solidified

our internal foundation and enhanced the way we collaborate. Our new Vision 2027 builds on our existing sustainability strategy and marks an important step forward in our ambition to become a role model for responsible travel—one that genuinely reflects our values and efforts.

We constantly take stock on our measures, looking for ways to improve. And moving forward, we are committed to actively advocating for and contributing to a more sustainable future of travel.

Creating more sustainable travel experiences is a collective effort. Our heartfelt thanks go to everyone who brings this mission to life—from our committed partners and knowledgeable guides, whose local insight and passion shape our journeys, to our employees, whose tireless work behind-the-scenes makes these experiences possible. Their joint efforts are essential to the positive impact we aim to achieve.

Guests continue to play a vital role in driving more responsible tourism. By choosing ASI Reisen, placing their trust in our team, and opting for a more mindful way to travel, they actively contribute to a more sustainable and equitable form of tourism with every trip booked.



**Jasmin Hadorn** *CSR Manager*



# Approach to Reporting

## We are pleased to present our fifth annual Impact Report, covering the fiscal year 2024.

This report serves both as a transparent account of our activities and progress over the past year and as an opportunity to reflect on our highlights, impact, and key initiatives.

Transparent communication remains a fundamental part of our strategy, ensuring that we credibly inform our stakeholders about our business activities and sustainability efforts. As one of the leading platforms for active and adventure travel, we recognise our responsibility to provide clear and data-driven insights into our social, environmental, and economic impact.

### SUSTAINABILITY AS A CORE ELEMENT OF OUR REPORTING

Sustainability is at the heart of this report, encompassing our commitment to minimising environmental impact, maximising local value creation, and fostering transparency. Guided by our mission to develop sustainable experiences for travellers and local communities, we continuously strive to reduce the environmental footprint of our operations while ensuring we uphold our social responsibilities.

We believe that measurable goals and structured reporting are key to tracking progress effectively. Certifications such as

[B Corp](#) and [Travelife](#) play an important role in structuring our data-driven approach, providing frameworks that help us assess our sustainability performance and continuously refine our practices.

### MEASURING OUR IMPACT

To evaluate our CO<sub>2</sub> emissions, we adhere to the [GHG Protocol](#), a globally recognised framework for measuring greenhouse gas emissions. These emissions are categorised into three scopes:

#### **SCOPE 1**

**Direct emissions from sources owned or controlled by ASI Reisen.**

#### **SCOPE 2**

**Indirect emissions from purchased electricity, heating, or cooling.**

#### **SCOPE 3**

**All other indirect emissions within our value chain, including upstream and downstream activities.**

As an asset-light tour operator, [more than 90% of our emissions fall within Scope 3](#). We measure the emissions of our ASI Original trips using [Carmacal](#), while our internal emissions for the fiscal year 2024 were tracked with the expense-based tool [Normative](#). Although Normative

discontinued this specific tool in early 2025, it remained an integral part of our measurement approach during the reporting period.

### A HOLISTIC PERSPECTIVE ON IMPACT

Beyond emissions, we assess our broader impact through a range of KPIs and measurement tools, which are detailed in the respective chapters of this report. These metrics help us understand how our business affects different stakeholders, including employees, customers, suppliers, and local communities.

By taking a holistic and structured approach to sustainability reporting, we ensure that we not only meet our B Corp certification principles but also drive meaningful change across the tourism industry. This Impact Report covers the fiscal year from 1 November 2023 to 31 October 2024.



**ASI Nest in Natters** *since 2019*



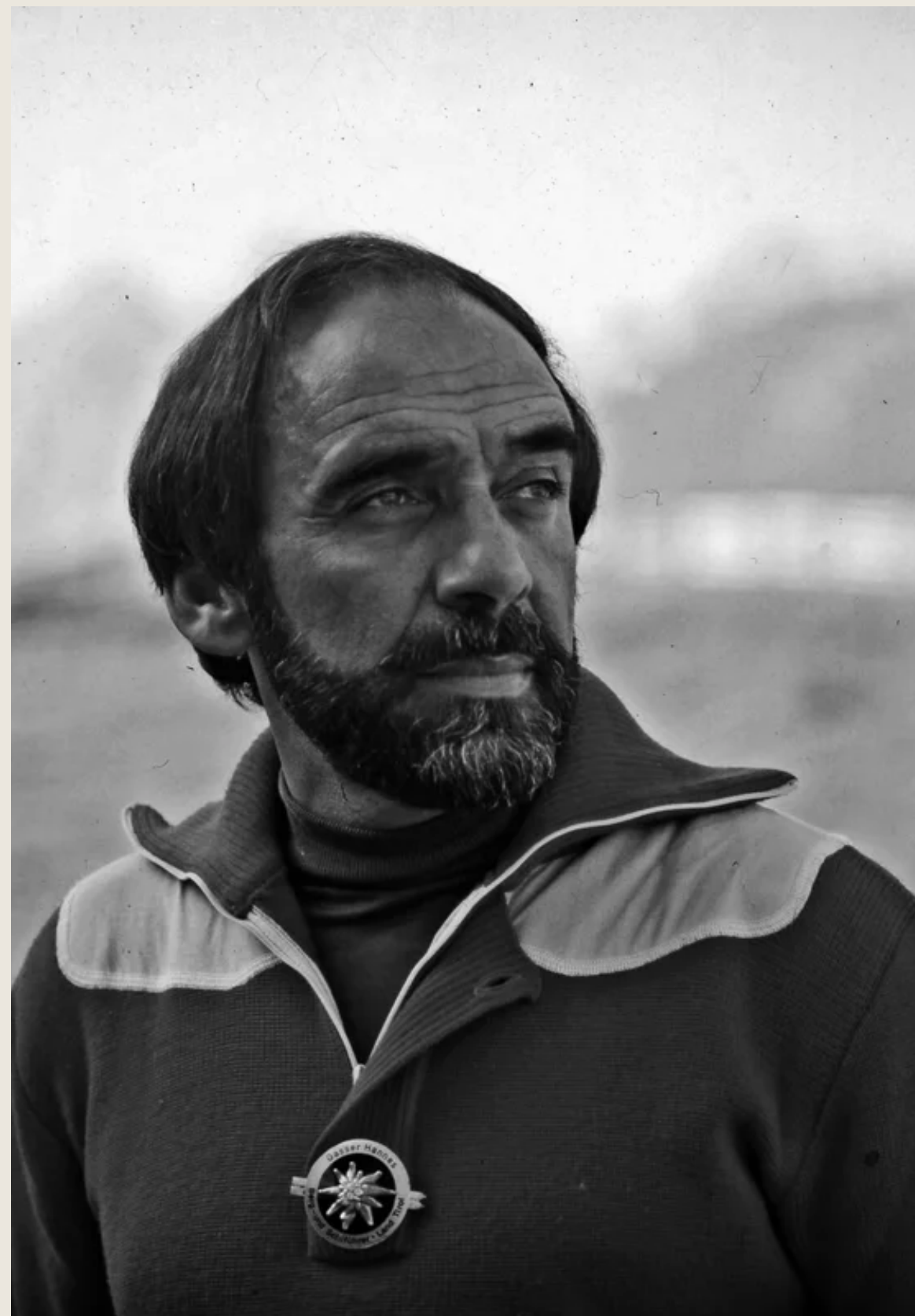


# WHO WE ARE

Nur wo du zu Fuß warst  
warst du wirklich.



# Our History ↗



**Prof. Hannes Gasser**

ASI Reisen was founded by Prof. Hannes Gasser with a vision to provide travellers with the opportunity to broaden their horizons and immerse themselves in the natural world. From the outset, the company earned a reputation for its commitment to responsible tourism and sustainable travel practices, paving the way for mindful exploration long before sustainability entered the mainstream.

In 2011, Ambros Gasser, son of Prof. Hannes Gasser, took the helm of ASI Reisen. With a strong belief in innovation and sustainability, he played a key role in shaping the company's

modern vision: to develop sustainable experiences for both travellers and local communities. Under his leadership, ASI Reisen expanded its trip offerings, strengthened its brand identity, and reinforced its commitment to sustainability, ensuring that every trip contributes positively to nature and local communities.

In 2016, recognising the growing demand for tailor-made travel experiences, Ambros Gasser founded WeDesignTrips GmbH (WDT) as a subsidiary of ASI Reisen. This step allowed us to expand our offerings and cater to the unique preferences of individual travellers. Through WDT, we work closely with local travel agencies around the world, enriching guest experiences while actively supporting the local communities we operate in.



**ASI Nest in Natters since 2019**

A milestone was reached in 2019 with the completion of the ASI Nest, our office building in Natters, designed by the renowned Norwegian architectural firm Snøhetta. The ASI Nest embodies our commitment to sustainability, innovation, and collaboration. Designed to blend seamlessly with its natural surroundings, it serves as an inspirational workspace where ideas and solutions for the future of sustainable travel take shape.

In 2024, the ASI Group acquired Windrose, a luxury tour operator. While traditionally positioned in the high-end travel segment, this acquisition presents an opportunity to integrate sustainability into luxury tourism. We believe exclusive travel and responsible tourism can coexist and aim to leverage this platform to drive sustainable development within the luxury sector.

Today, under the leadership of Ambros Gasser, ASI Reisen remains true to its founding principles. As a family-owned company, we take great pride in our heritage and continue to uphold the values instilled by Prof. Hannes Gasser over 60 years ago. From our beginnings as a small alpine school to becoming a leading platform for active and adventure travel in the DACH region, our mission remains unchanged.

As we grow and innovate, sustainability continues to be a cornerstone of our business philosophy—ensuring that future generations can continue to explore the world responsibly with ASI Reisen.



# Our Vision



Vision Workshop May 24

At ASI Reisen and WeDesign-Trips, our mission remains clear: to develop sustainable experiences for travellers and local communities. To keep this mission at the heart of our journey in the years ahead, we launched a collaborative vision process in 2024, engaging our entire team in shaping the company’s long-term direction.

The vision development process was structured in multiple stages to ensure broad participation and a holistic perspective:

- **LEADERSHIP BRAINSTORMING:** In early 2024, team leads gathered for a strategic retreat to explore future goals and define key directions.
- **TEAM-SPECIFIC VISIONS:** In spring, each department developed focus areas, measurable KPIs, and a vision narrative contributing to the company’s overall vision.
- **HANDS-ON VISION WORKSHOP:** In May, all employees participated in interactive workshops, refining the team visions. This collaborative approach ensured that perspectives from across the company were included.
- **FINALISATION AND COMMUNICATION:** Insights from all teams were consolidated into a company-wide vision, aligning efforts across departments.

This inclusive approach ensured that our vision reflects the perspectives and expertise of everyone within the company. By actively involving employees, we strengthened transparency, a key element of our sustainability strategy that fosters clarity and trust across all levels of the organisation.

## OUR COMPANY VISION

*The best platform for sustainable travel.*

### OUR NARRATIVE

We provide our travellers with an exceptional experience at every step of their journey—from the initial contact, through the booking process, to the travel experience itself, and the post-trip follow-up. We spark enthusiasm at every touchpoint, and this dedication is the driving force behind our growth and success. By prioritizing sustainable travel, we ensure this success is built to last.

This vision reflects our holistic approach, recognising that every interaction and every person involved contributes to creating a truly exceptional experience.

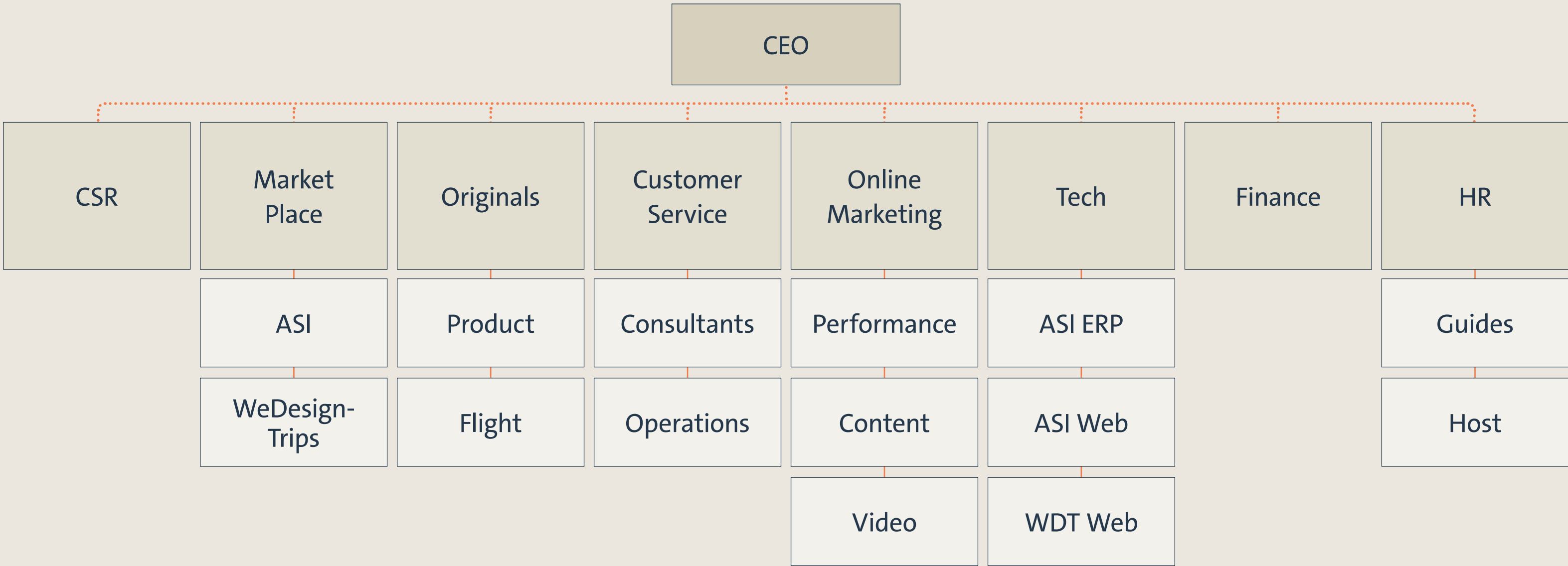
By embedding sustainability into everything we do, we ensure that our CSR vision is not just an aspiration but a reality that benefits travellers, communities, and the planet.

This shared vision strengthens our role in inspiring change. By engaging and motivating our partners, employees, and travellers, we aim to amplify the impact of responsible tourism, creating a ripple effect beyond our own organisation.



# Our Structure

The corporate structure of ASI Reisen and WeDesignTrips is built on a flat hierarchy, fostering close collaboration across departments to drive innovation and strengthen our commitment to sustainability. This setup encourages an open exchange of ideas and ensures that all teams actively contribute to shaping the future of ASI Reisen and WeDesignTrips.



A key milestone in 2024 was the establishment of a dedicated Human Resources (HR) department, marking a major step forward for ASI Reisen and WeDesignTrips. As a core part of the company’s structure, HR now oversees guide co-ordination and the host team, reinforcing internal processes and offering comprehensive support for employees, partners, and guides. The introduction of the new Head of ASI Originals

position further strengthened our organisational structure, providing strategic oversight for the entire ASI Originals product management team. This addition, similar to the newly established HR department, enhances leadership and ensures more effective coordination within this key area.

Additionally, from 1 November 2024, the organisational structure evolved with the formalisation of the Head of Online Marketing and Head of Product (Tech) roles. While these departments had existed previously, this restructuring established clearer leadership responsibilities, ensuring a more streamlined and effective approach to managing key business areas.



# People and Culture

Tourism is a service sector where the involvement of individual actors makes the product truly unique. Whether it is guides, employees, partners, or guests – together, they all contribute to the success of ASI Reisen and WeDesignTrips.

## OUR VALUES

In 2023, we redefined our core values through a collaborative process, ensuring they truly reflect who we are and aspire to be as a company. A year later, these values are not just words—we actively integrate them into our daily work and decision-making.

To reinforce them, we have established structured initiatives such as our culture channel, where we highlight actions that embody our values. Additionally, these principles play a key role in our annual employee assessments, ensuring they guide personal and professional development across our teams.

## 100% CUSTOMER FOCUS

To inspire more people to embrace responsible travel, we must focus 100% on our customers. We always start with the customer and work backwards. This way, we create products and solutions that not only satisfy but also delight. We also keep an eye on our competitors, learning from them to continuously improve as a company.

## TAKING RESPONSIBILITY

We base our actions on all three pillars of sustainability: ecological, social, and economic. We act as a team, with long-term commitment to our customers, employees, partners, and the planet. Taking responsibility also means stepping up and helping wherever needed. There is no such thing as “that’s not my job”. We do not blame others or circumstances when something goes wrong, but instead recognise our role in what happened, learn from it, and act accordingly.

## REMAINING CURIOUS

We approach the world with the curiosity of a young child. We enjoy trying new things and seizing new opportunities. We are quick and decisive in learning and improving, because we know that there is always room for better. In collaboration, we believe in the power of

diverse experiences and perspectives. To ensure these are shared openly, we begin with “I want to understand” instead of “I want to be right”, thus creating a space for collective development.

## BEING COURAGEOUS

For us, being courageous does not mean taking the path of least resistance. It means actively and respectfully addressing difficult issues, making clear decisions, and standing by the results. When we disagree, we fully support the decisions made, knowing that a compromise is rarely the best solution.

## DELIVERING EXCELLENT RESULTS

We can only inspire people worldwide to travel responsibly if we are excellent in what we do. Therefore, we set the highest standards in everything we do and never settle for mediocrity. We define excellence through clear criteria, which we evaluate through measurable results. To achieve excellence, we continuously develop, seek out and utilise best practices, and support each other on this journey.

By embedding these values into our daily work, we ensure they are not just guiding principles, but the foundation of our success.



Quarterly ASI Nestwarming



EMPLOYEES

At ASI Reisen and WeDesignTrips, our employees are the driving force behind our success. Creating an inspiring and supportive work environment is a key priority, ensuring that our team can thrive both personally and professionally.

As of 30 November 2024, our team is growing, now consisting of 55 employees—19 working remotely, while the rest are based at our headquarters, the ASI Nest. Our team includes 35 women and 20 men across various departments, reflecting our continued expansion and development.

With a growing team, especially with more employees working remotely, fostering team spirit and personal connections is essential. To strengthen collaboration and ensure a sense of belonging, we host “Nestwarmings” every three months. These three-day gatherings, held four times a year, provide an opportunity for in-person interaction, team-building, and shared experiences—both during work and through company events.

Our Nestwarming events are a key part of our company culture, providing employees with the opportunity to connect beyond their daily tasks and strengthen personal relationships. The positive feedback from our team reflects their impact, with an average recommendation rating of 9.2/10. By fostering a strong and connected team, we create a workplace where employees feel valued, engaged, and inspired—whether they work remotely or on-site at the ASI Nest.

A STRATEGIC STEP – THE INTRODUCTION OF OUR HR DEPARTMENT

With the beginning of the 2024 fiscal year, we introduced a dedicated HR department, marking a crucial step in creating a structured approach to employee support, professional development, and workplace culture. The department oversees both guide coordination and the host team, strengthening internal processes, improving consistency in structures and procedures throughout the employee lifecycle, and enhancing collaboration.

The department is led by a long-standing team member, who was promoted internally to take on this role, reflecting our commitment to recognising and fostering talent within the organisation.

GREATER FLEXIBILITY WITH OUR HOME-OFFICE POLICY

Recognising the importance of work-life balance, we introduced a more flexible home-office policy in 2024. Employees based at the ASI Nest can now work remotely for up to 50% of their monthly working days, allowing them to better balance personal and professional commitments. At the same time, office spaces remain fully available for those who prefer working on-site, ensuring a collaborative and dynamic work environment.

In addition to remote work, we also revised our working hours, introducing greater flexibility across departments. While some teams operate with core working hours, others have full flexibility in structuring their workday. These adjustments reflect our commitment to modern and adaptable work structures, enabling employees to work efficiently while maintaining a healthy balance between work and personal life.

A NEW APPROACH TO PROFESSIONAL DEVELOPMENT

In 2024, we introduced a new professional development programme aimed at actively supporting employees in enhancing their skills. Unlike traditional models, we do not impose a fixed budget per employee, but instead, provide funding based on the relevance and impact of the training.

Employees can access up to 15 workdays per year for learning and development. A key component of this programme is the opportunity to participate in an ASI Original trip, allowing team members to gain hands-on experience with our travel offerings. In fiscal year 2024, 27 employees took part in an ASI Original as part of their professional development, with each trip supported by a dedicated budget and 10 workdays allocated for participation. Additionally, employees have the flexibility to attend external training, digital courses, or industry events, ensuring continuous learning tailored to their individual growth and professional needs.

By investing in flexible learning opportunities, we empower our employees to grow professionally while contributing to the success and sustainability of ASI Reisen and WeDesignTrips.







ASI Nest in Natters

ASI NEST & BENEFITS

Our headquarters, the ASI Nest, plays a key role in creating a balanced and inspiring work environment. Designed by the renowned architectural firm Snøhetta, the building reflects our commitment to sustainability, innovation, and well-being. With its energy-efficient design, natural materials, and seamless integration into the surrounding landscape, the ASI Nest provides a comfortable and motivating workspace that fosters collaboration and creativity.

In addition to the thoughtfully designed office spaces, we offer a range of benefits aimed at enhancing well-being and professional development. By supporting both personal growth and health, we enable our employees to actively contribute to sustainability initiatives within our organisation and help drive our mission forward.

To continuously boost employee satisfaction, we conduct anonymous bi-weekly surveys via [OfficeVibe](#). These insights help us proactively address concerns, foster well-being, and strengthen engagement within our team.

GUIDES

Our guides are central to ASI Original Trips, shaping memorable experiences and serving as ambassadors of sustainability. Their direct interaction with guests allows them to integrate sustainability in meaningful ways. While they have flexibility in how they communicate these values, guest feedback helps ensure high standards in both guiding and sustainability education. Additionally, we actively gather insights from our guides, who work as freelancers, to continuously refine collaboration.

ENSURING QUALITY AND TRAINING

To maintain consistent quality, we have strengthened our training and evaluation processes. Our digital training platform, introduced in 2023, has become an essential tool, offering modules on guiding techniques and sustainability principles. The Guide Manual on Sustainability further supports practical application. Guides also contribute to continuous improvement by submitting trip reports, helping refine experiences.

In fiscal year 2024, 374 guides worked with ASI Reisen, covering 1,963 trips, with assignments ranging from 1 to 280 days. Our guide network includes 130 guides employed through local agencies (40 women, 90 men) and 244 guides directly employed by us (85 women, 159 men). While we prioritise local guides, finding German-speaking experts remains a challenge, occasionally requiring recruitment from outside the region.

ADAPTING TO CLIMATE CHALLENGES

Climate change is reshaping weather patterns in the Alps, affecting both safety and feasibility of certain routes. Glacier retreat, reduced snow coverage, and increased rockfall risks require guides to adapt to evolving conditions, adjusting routes and ensuring guest safety in a rapidly changing landscape.

BUILDING COMMUNITY AND EXCHANGE

Beyond training, personal exchange is key. Our annual Guide Summit fosters knowledge-sharing, collaboration, and alignment with ASI Reisen’s vision. Strengthening relationships within our guide network enhances not only trip quality but also our shared vision and commitment to responsible tourism.

By continuously investing in training, digital tools, and engagement, we ensure our guides remain leaders in the field and drivers of responsible tourism.



# Navigating the Path to Sustainable Tourism: Challenges and Opportunities

Tourism is a powerful economic driver, generating employment, strengthening local economies, and supporting the preservation of natural and cultural heritage. When managed responsibly, it contributes to sustainable development, alleviating poverty and reducing inequality. However, as the industry continues to expand, so too do its challenges.

In recent years, overtourism has become a growing issue, with protests across popular destinations shining a light on the strain on local infrastructure and the rising backlash against mass tourism. The urgency for responsible tourism practices has never been greater. Meanwhile, Europe's regulatory landscape is evolving, with new measures under the European Green Deal, such as the Corporate Sustainability Reporting Directive (CSRD) and the Green Claims Initiative, setting higher expectations for transparency, accountability, and sustainability claims in the industry. While these changes present challenges, they also offer opportunities to establish clearer, more credible standards that benefit businesses, travellers, and local communities alike.

Another major shift is the changing certification landscape. As we work towards our goal of offering only certified experiences on our platform, we must navigate uncertainties, such as the elimination of GSTC's "Recognised" status by the end of 2024 and the impact of future regulations on sustainability certification frameworks. Adapting to new standards while maintaining a strong commitment to credibility and sustainability will be essential.

At the same time, climate change remains one of the most pressing challenges for tourism. Rising temperatures, shifting weather patterns, and environmental degradation threaten the very landscapes and ecosystems that many destinations rely on. However, this also drives innovation, with businesses and travellers increasingly seeking eco-friendly solutions. Sustainable tourism is no longer a niche market—it is now an essential strategy for long-term success.

As a leading platform for active and adventure travel, ASI Reisen acknowledges these challenges and is actively preparing for the changes ahead. We view it as our duty to drive the transformation of the industry, fostering collaboration, educating our travellers and partners on responsible tourism, and supporting initiatives that minimise negative impacts while maximising positive contributions. By embracing innovation, transparency, and adaptability, we can help shape a future where tourism benefits both people and the planet.





# Our Experiences and the UN Agenda 2030

Adopted by the United Nations in 2015, the Sustainable Development Goals (SDGs) serve as a global framework to address the world’s most urgent social, environmental, and economic challenges. With 17 interconnected goals, the 2030 Agenda calls on governments, businesses, and civil society to work together towards a more sustainable and equitable future. Tourism plays a key role in this process, as it intersects with a wide range of development topics and offers meaningful opportunities to contribute to the SDGs.

At ASI Reisen and WeDesignTrips, the principles of the SDGs are deeply woven into our sustainability strategy and embedded in many of our operational measures. From climate action and local value creation to responsible product design and awareness-building, our work actively supports progress toward multiple global goals. Whether through our product guidelines, partnerships, donation platform or stakeholder engagement, we aim to align our impact with broader international efforts.

Our commitment to the SDGs extends from internal processes to external partnerships. By prioritising long-term collaboration, responsible management, and positive guest experiences, we seek to strengthen tourism’s potential as a driver of sustainable development—both environmentally and socially.



**SDG 3 – Health and Well-being**  
Our active trips promote physical well-being, mental balance, and a healthy lifestyle through nature-based experiences in pristine environments.



**SDG 12 – Responsible Consumption and Production**  
We promote local sourcing, reduce waste, and engage partners and guests in more sustainable consumption behaviours throughout the travel experience.



**SDG 4 – Quality Education**  
We promote education and awareness through guest experiences and donations supporting local initiatives focused on learning and sustainability.



**SDG 13 – Climate Action**  
We measure and reduce emissions, offset non-reducible emissions, and involve stakeholders in meaningful climate action across our value chain.



**SDG 6 – Clean Water and Sanitation**  
We encourage water-saving practices at accommodations and raise guest awareness on responsible water use, especially in water-scarce regions.



**SDG 15 – Life on Land**  
We design nature-based experiences that protect biodiversity, educate guests, and prevent disruption to fragile landscapes and ecosystems.



**SDG 8 – Decent Work and Economic Growth**  
We support local businesses, ensuring fair pay and safe working conditions, contributing to stable, inclusive, and sustainable economic development.



**SDG 17 – Partnerships for the Goals**  
We foster long-term collaborations with like-minded partners, aligning on sustainability goals to create collective impact in tourism development.



*» Those who travel  
with ASI journey  
on equal footing  
and take care of  
people and the  
environment. «*

*Ambros Gasser*





# OUR PRODUCT





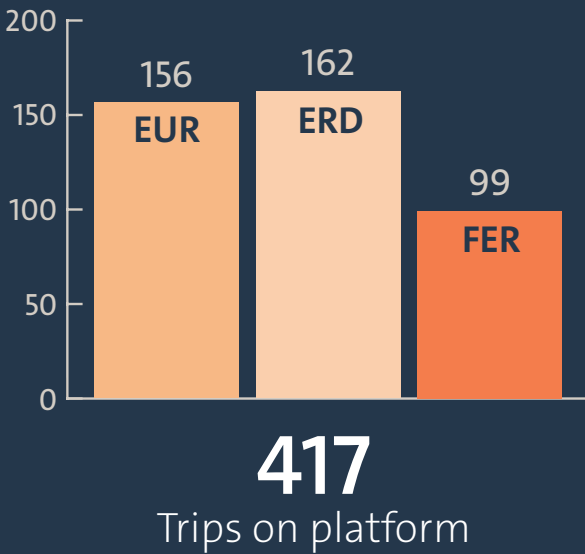
# Our Global Network

We are the leading platform for active and adventure travel in over 80 countries worldwide.

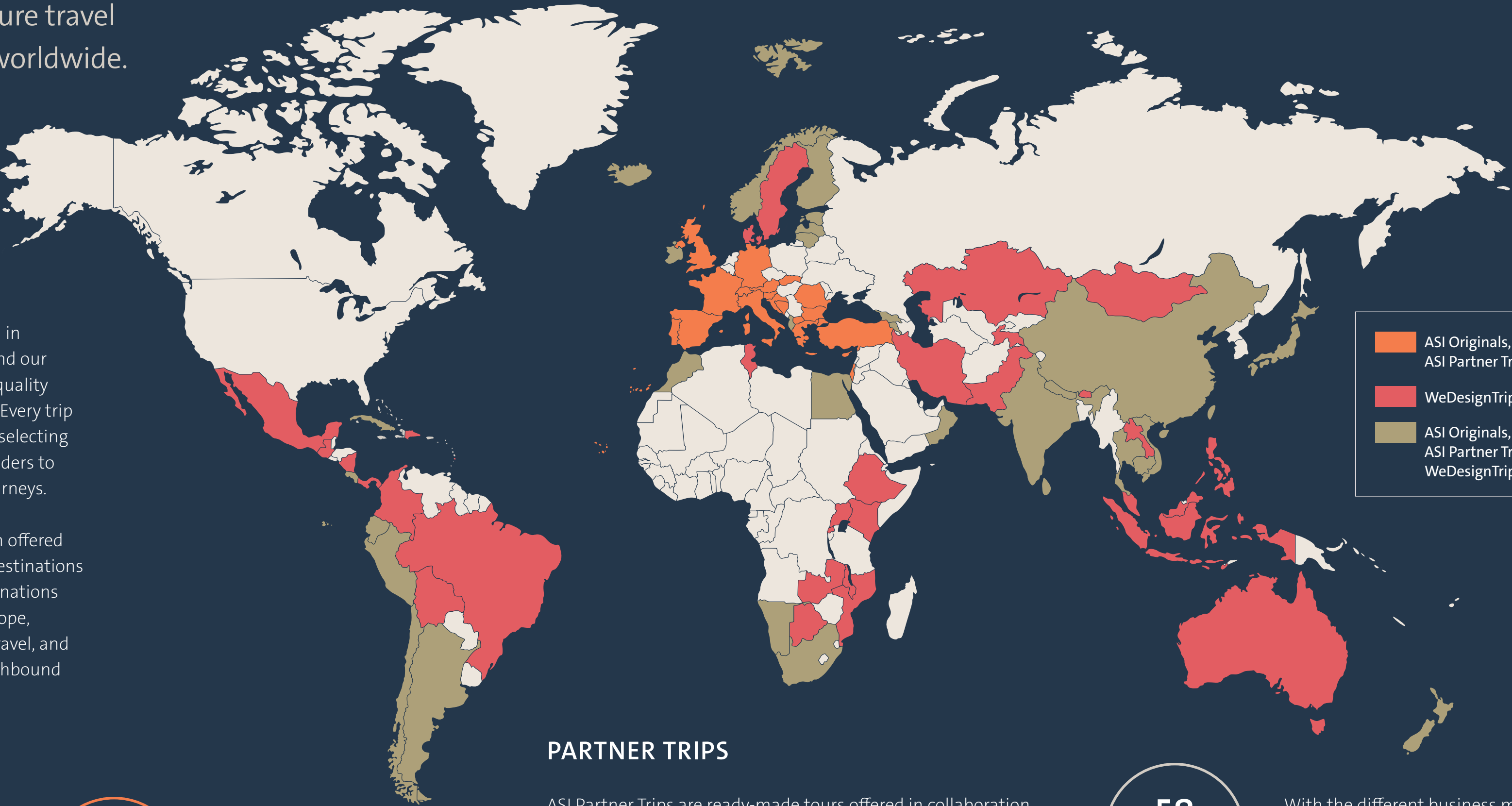
## ASI Original

ASI Originals are carefully designed in collaboration with local partners and our product managers, ensuring high-quality service and authentic experiences. Every trip is curated with attention to detail, selecting the best activities and service providers to create seamless and immersive journeys.

In the fiscal year 2024, our platform offered 417 ASI Original Trips, covering 52 destinations worldwide. The most popular destinations included Portugal and Spain in Europe, Nepal and Vietnam for long-haul travel, and Germany, Austria, and Italy for earthbound adventures.



52  
Destinations  
worldwide



## PARTNER TRIPS

ASI Partner Trips are ready-made tours offered in collaboration with trusted partner agencies. Since March 2022, these partnerships have allowed us to expand our portfolio with diverse travel experiences that complement our in-house offerings.

In 2024, our platform featured 3,416 trips, including ASI Originals and Partner Trips across 58 destinations. The most popular were Italy, Germany, Portugal, Austria, and Spain, reflecting strong demand for cultural, active, and nature-based experiences.

58  
Destinations  
covered

3416  
Trips on  
platform

With the different business models within ASI Reisen, we implement tailored initiatives to ensure high-quality experiences for our guests and the local communities we engage with, while also minimising environmental impact.

For WeDesignTrips and ASI Partner Trips, we are actively supporting our partners on the path to certification, aligning with our goal to collaborate exclusively with certified partners by November 2025. In contrast, for ASI Originals, where we have direct influence within the value chain, we focus on guidelines and best practices to promote sustainability at every stage.

## WE'DESIGNTRIPS

ASK LOCAL EXPERTS

As a subsidiary of ASI Reisen, WeDesignTrips specialises in tailor-made travel, working closely with local experts to craft authentic and immersive experiences. Each itinerary highlights the unique culture, nature, and heritage of the destination.

With 69 destinations worldwide, WeDesignTrips offers bespoke journeys designed to match travellers' individual interests. In 2024, the most popular destinations included Sri Lanka, Vietnam, South Africa, India, and Indonesia, each offering a distinctive mix of landscapes, traditions, and experiences.

69  
Destinations  
worldwide



# Product Portfolio

The product portfolio of ASI Reisen consists of over 417 ASI Original Trips and 3415 Partner Trips. We do not offer easy-to-consume cruise vacations or all-inclusive stays; instead, we combine breathtaking nature with fascinating culture and outdoor activities. At ASI, we consider ourselves as experts in responsible travel experiences.

## ASI VERTICALS

ASI Reisen's product portfolio is divided into 4 verticals: Hiking & Trekking, Biking, Round Trips, and Alpine Trips. We categorize ASI Originals into different categories such as leisurely hiking, sporty hiking, trips for singles and solo travellers, or exploring off-the-beaten-path destinations. With this diverse portfolio, we can cater to the various needs of our guests.



Trail Running



Cruise



Ski Touring



Cross-Country Skiing



Courses



Via Ferratas



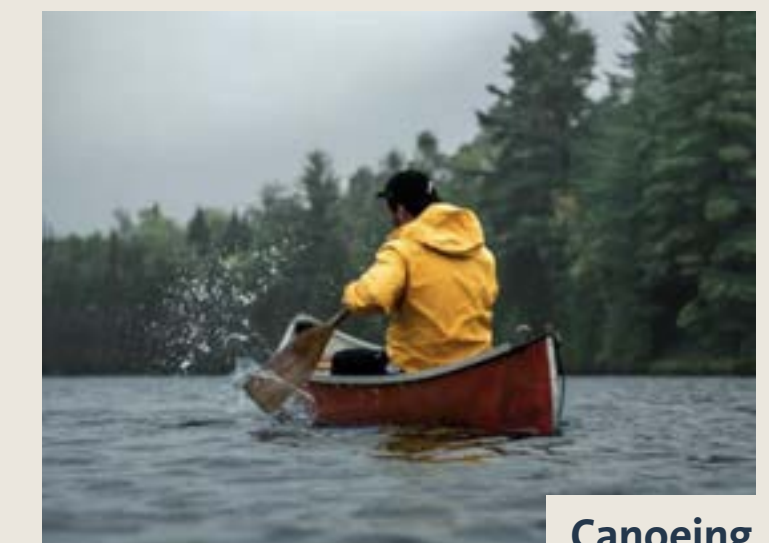
Hiking



Snowshoeing



Alpine Tours



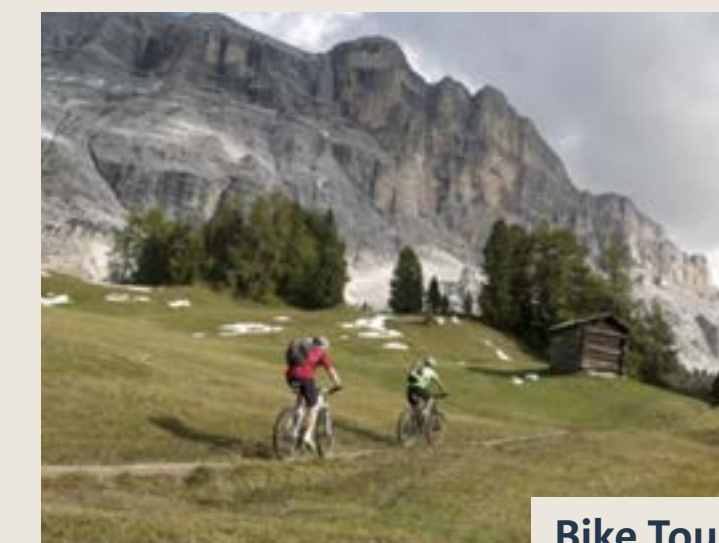
Canoeing



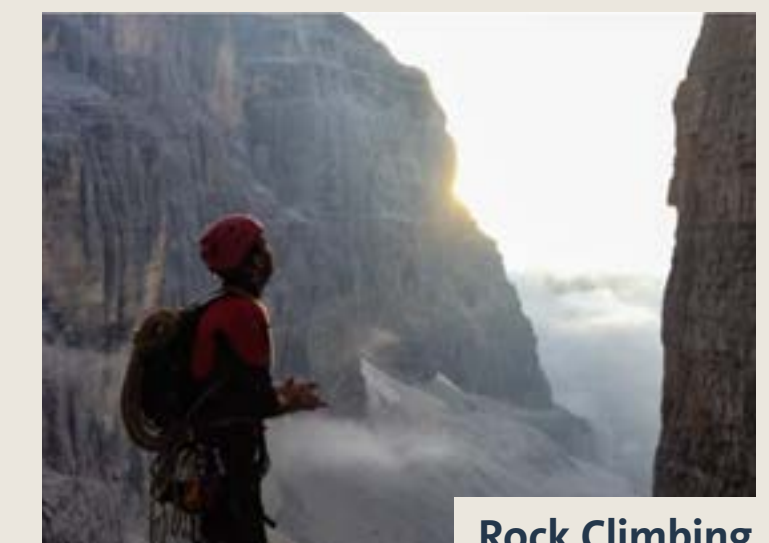
Trekking



Round Trips



Bike Tours



Rock Climbing



# ASI Signature Ways

## Dolomites Ronda – A New Way to Experience the Dolomites ↗

ASI Signature Ways are a collection of exclusive hiking and trekking routes, carefully designed by ASI Reisen to offer unique, well-structured, and seamless trekking experiences. These routes combine breathtaking landscapes, thoughtful logistics, and high-quality service, ensuring an immersive and worry-free adventure. We are proud to present our latest addition: Dolomites Ronda.

### REDEFINING TREKKING IN THE DOLOMITES

Developed through close collaboration with multiple destinations, tourism boards, and infrastructure partners, this unique route effortlessly blends multi-day hiking, lift access, and customisable accommodation options.

#### WHAT MAKES THE DOLOMITES RONDA UNIQUE?

- **MULTI-DAY TREK WITHOUT HEAVY LUGGAGE**  
A well-organised **luggage transport system** allows hikers to trek with only a daypack, while their main baggage is transferred between accommodations.
- **LIFT-ASSISTED HIKING FOR MORE FREEDOM**  
The Dolomiti Supersummer lift network provides access to stunning trails without long ascents, making hiking more enjoyable and accessible.
- **TAILORED ROUTES & ACCOMMODATION**  
Hikers can customise their journey based on fitness level and preference, choosing between scenic routes or more challenging alpine treks, with accommodation options ranging from three- to four-star hotels.
- **SEAMLESS ORGANISATION & SUPPORT**  
A fully pre-arranged itinerary with detailed hiking documentation, digital maps, and a 24/7 support hotline ensures a smooth experience.

### A COLLABORATIVE EFFORT FOR A UNIQUE TREKKING EXPERIENCE

Bringing Dolomites Ronda to life required extensive coordination between regional tourism organisations, local businesses, and infrastructure providers. By integrating lift connections, harmonising routes, and standardising services, the project has created a cohesive trekking experience unlike anything previously available in the region.

Dolomites Ronda offers a new dimension of trekking, making the Dolomites more accessible while maintaining the adventure and immersion that make this region so remarkable.



© wisthaler/dolomitesronda



# ASI Shop ↗

## Waste Avoidance With our ASI Shop

Waste is a significant issue during travel, leading to devastating consequences. The tourism industry not only contributes to the waste problem but is also heavily affected by environmental pollution. Littered landscapes are unappealing and significantly impact the quality of the travel experience. Moreover, non-biodegradable waste harms the environment, with local communities suffering the most from pollution. We work closely with our partners to reduce plastic on our journeys and avoid it whenever possible. Our guests can actively contribute to waste reduction by bringing their own reusable water bottle and lunchbox. In our [ASI Shop ↗](#), guests can order high-quality products designed in collaboration with SIGG.



[ASI x SIGG Set ↗](#) – Bottle and Lunch box

# ASI Academy ↗

## Free high-quality online masterclasses

Since 1963, ASI has been one of the leading companies for mountain experiences worldwide. To date, we have safely guided several hundred thousand people to the world’s mountains. In the [ASI Academy ↗](#), our platform for online courses on outdoor topics, leading experts bring up-to-date knowledge to you at home. To review and solidify the learning, various quizzes are integrated into the masterclasses. Currently, three courses are offered, catering to different levels of experience.



Alpine Crossing



Ski Touring Theory + Practice



Avalanche Theory + Practice



# *SUSTAINABILITY STRATEGY*



# Becoming a Role Model for Responsible Tourism

At ASI Reisen and WeDesignTrips, our sustainability strategy serves as a framework for action, guiding our efforts to create sustainable experiences for both travellers and local communities. Our approach is built on three interconnected pillars: reducing our environmental footprint, maximising local value added, and fostering dialogue and transparency. These principles shape our decision-making and allow us to continuously optimise our impact.

To effectively implement this strategy, we have developed a range of initiatives and measures that align with our commitment to responsible tourism. In fiscal year 2024, we continued to adapt our approach to meet new challenges, including shifts in the certification landscape, strengthened supplier engagement, and evolving regulatory frameworks. With our goal of working exclusively with certified partners by November 2025, we are actively supporting our partners in obtaining credible sustainability certifications.

While ASI Reisen and WeDesignTrips operate under the same sustainability principles, their implementation varies based on their distinct business models. ASI Reisen, with direct control over its ASI Originals portfolio, integrates sustainability through clear guidelines and quality standards applied throughout the value chain. In contrast, WeDesignTrips and ASI Partner Trips rely on close collaboration with independent local partners. Since we do not have direct access to suppliers in these models, our primary focus is on supporting partners in obtaining sustainability certification. Particularly with WeDesignTrips, the emphasis on working with local experts and suppliers remains central to ensuring that travel experiences are authentic, community-driven, and contribute to local economies.







## VISION 2027

### *Shaping the Future of Responsible Tourism.*

As part of our long-term commitment to sustainability, we undertook a strategic vision process in 2024, setting our sights on 2027. This process allowed us to define where we want to be, how we want to be perceived, and what our key focus areas should be in the coming years.

## OUR CSR VISION

A role model for responsible tourism.

## OUR NARRATIVE

ASI Reisen and WeDesignTrips are recognised as responsible companies that actively contribute to the sustainable development of tourism. Through transparent quality assurance across the entire value chain, we create measurable credibility. By inspiring our stakeholders to act responsibly, we foster long-term positive change for everyone involved.



# Environmental Impact

At ASI Reisen, we recognise the impact of tourism on the environment and are committed to actively minimising our footprint.

As a signatory of the Glasgow Declaration, we take a structured approach to improving our environmental performance through measurement, targeted reductions, and collaboration. By continuously optimising our operations and working closely with our partners, we strive to create meaningful, lasting improvements for the destinations we travel to.

## MEASURING OUR IMPACT

To effectively manage our environmental footprint, we systematically measure emissions from ASI Original Trips and our office operations. However, our impact extends beyond CO<sub>2</sub>—resource consumption, waste generation, and impacts on ecosystems also play a role. Sustainable tourism requires a holistic approach, considering water and energy use, waste management, and habitat protection. Through ongoing dialogue, we engage partners, suppliers, and travellers to promote responsible practices. By addressing these factors alongside emission reduction, we aim to minimise our overall impact and foster more sustainable travel experiences.

## ASI ORIGINALS

For our travel experiences, we use Carmacal, a well-established carbon footprint calculation tool in the tourism industry, provided by Travelife, with whom we are certified. This tool enables us to assess, analyse, and compare the emissions of all trips designed in collaboration with our local partners. The key data points include travel to and within the destination, accommodations, and activities, offering valuable insights that help us optimise our products and make informed decisions to reduce emissions.

While Carmacal provides a crucial foundation for our sustainability efforts, we acknowledge its limitations. As with any modelling tool, data accuracy can vary, and results should be interpreted with a degree of caution. Nonetheless, it remains an essential resource in guiding our emission reduction strategies.

When calculating emissions from flights, we incorporate the Radiative Forcing Index (RFI), applying a factor of 2.7 for long-haul flights and 2.0 for short-haul flights. The RFI factor accounts for the additional climate impact of emissions at high altitudes, such as contrails and nitrogen oxides, which contribute to global warming beyond just CO<sub>2</sub> emissions. By including this factor, we ensure a more accurate reflection of the true climate impact of air travel within our calculations.

## OFFICE EMISSIONS

For our office emissions, we previously used [Normative 7](#), a carbon accounting tool based on expense data and activities. While this tool was discontinued in early 2025, it remained an integral part of our measurement framework throughout the fiscal year 2024.

Learn about their methodology [here 7](#).

## CONCLUSION

While ASI Originals are directly managed by us, the nature of WeDesignTrips and ASI Partner Trips differs, as we do not have direct access to all suppliers in the value chain. As a result, there are no specific environmental measures currently in place for these trips. However, certification plays a key role in ensuring quality standards and sustainability efforts, as it includes environmental criteria such as carbon reduction, resource management, and biodiversity protection.

Looking ahead, exploring broader environmental impact assessments—such as biodiversity, water use, and land consumption—could further enhance our sustainability efforts and refine our strategies.

## GUEST PERCEPTION OF SUSTAINABILITY

Guest feedback plays a key role in shaping our sustainability efforts. As part of our post-trip surveys, we ask travellers to rate how sustainable they perceived their experience. Their input provides valuable insights and serves as a foundation for refining our measures and identifying areas for improvement.



REDUCE

At ASI Reisen, reducing emissions is a top priority, with product optimisation and stakeholder engagement as our two main areas of impact within ASI Originals.

PRODUCT OPTIMISATION

We systematically evaluate the CO<sub>2</sub> emissions of our ASI Original Trips, using calculated data to assess their environmental footprint and identify areas for improvement. Our Product Guidelines establish clear criteria for partner selection, prioritise the use of public transportation, and minimise internal flights, opting for alternative transport whenever possible. Guest feedback also plays a crucial role in refining our approach, helping us align our efforts with travellers’ expectations and perceptions of sustainability. By embedding these principles into trip design, we actively work to reduce emissions while maintaining high-quality travel experiences.

STAKEHOLDER ENGAGEMENT

Many emissions within our value chain occur beyond our direct control, particularly within accommodation, transport, and supplier operations. To address this, we maintain an ongoing dialogue with our partners, ensuring that sustainability remains a central topic of discussion. By actively engaging partners, sharing knowledge, and encouraging the adoption of responsible

management practices, we aim to create a ripple effect that fosters industry-wide change. Sustainability is a continuous conversation, and long-term engagement is essential for driving awareness, encouraging action, and collectively reducing tourism’s environmental footprint.

For WeDesignTrips and ASI Partner Trips, where we do not directly manage the supply chain, our approach focuses on supporting our partners in achieving certification, as sustainability standards often include climate action measures. Through this approach, we ensure that emission reduction remains a core priority across all our business models.

COMMITMENT TO CLIMATE ACTION  
CLIMATE ACTION PLAN 2024 ↗

As a Glasgow Declaration signatory, we are committed to continuously refining our climate strategy. Our latest Climate Action Plan outlines key achievements — ranging from clearer sustainability communication along the customer journey and stronger partnerships, to the introduction of on-site project visits to foster greater guest engagement with climate efforts. Looking ahead, we aim to deepen our value chain engagement, explore science-based targets, and further refine our portfolio and communication strategies. Our commitment remains clear: to actively measure, reduce, and manage our emissions while fostering a more sustainable tourism industry. Read our [Climate Action Plan here ↗](#).

KEY LEARNINGS & IMPACT

This initiative highlighted the power of collaboration, measurement, and knowledge-sharing in driving sustainability within the hospitality sector. Engaging stakeholders — from local suppliers to accommodations — fosters a shared sense of responsibility and enables meaningful progress. Rather than reinventing the wheel, our approach focused on connecting accommodations with existing best practices, checklists, and tools that can support their sustainability journey.

Our role was to act as a facilitator, bridging the gap between accommodations and valuable resources while providing structured guidance to enhance their sustainability efforts. By gathering insights from our partners, we were able to share practical solutions across different hotels, reinforcing the idea that sustainability is not about competition but about collective improvement. Through this collaborative approach, accommodations are better equipped to enhance their sustainability performance, enrich the guest experience, and make a lasting positive impact on their communities and the environment.

CLIMATE INVESTMENT

At ASI Reisen, reducing our emissions remains our top priority. However, as a company operating in an emission-intensive industry, we acknowledge that some emissions are unavoidable. To take responsibility for these emissions, we invest in high-quality climate projects through our long-standing partnership with First Climate, a trusted partner in emissions trading and sustainable development projects.

For the fiscal year 2024, we continued our voluntary climate investment by supporting the “Teesta IV” run-of-river hydropower project in West Bengal, India. For ASI Originals and our office operations, we invest the equivalent of our non-reducible CO<sub>2</sub> emissions into this initiative. The project not only generates approximately 720GWh of clean energy annually, reducing reliance on fossil fuels, but also contributes to several Sustainable Development Goals (SDGs) by providing stable electricity to local communities, improving air quality, and creating employment opportunities. By supporting climate projects like “Teesta IV,” we contribute to meaningful climate action beyond emission reduction. This investment aligns with our broader commitment to sustainability, ensuring that we actively support responsible tourism while addressing our environmental impact.



# Local Added Value

Travel is more than just visiting new places—it is about connecting with people, immersing in local traditions, and experiencing history, culture, and the natural environment firsthand.

**Tourism has the potential to create significant local value, not only in economic terms but also by fostering cultural exchange, preserving traditions, and supporting community development.**

**At ASI Reisen and WeDesignTrips, we believe that tourism should be a positive experience not only for travellers but also for the communities they visit. This principle is deeply embedded in our mission: to develop sustainable experiences for travellers and local communities.**

## MEASURING AND COMMUNICATING LOCAL VALUE ADDED

At ASI Reisen, we are committed to transparently measuring and communicating the local value added of our ASI Original experiences. In this context, local value added refers to the portion of the trip price that remains in the destination, directly benefiting local businesses and communities. For each ASI Original trip, we calculate and publicly display key data, including the percentage of revenue staying in the host country, as well as the breakdown of costs into categories such as flights (including taxes), margin, operational expenses, and international services.

While this approach provides valuable insights and reinforces our commitment to responsible tourism, measuring local value added comes with challenges. The process is manual, and there is no industry-wide standard for calculating it. External factors, such as fluctuating flight prices, can influence the percentage, making direct comparisons complex. Despite these challenges, our commitment to transparency has been met with positive feedback, particularly from industry peers who recognise the value of open communication in responsible tourism.

However, true local value added goes beyond financial aspects. It is deeply embedded in our company culture and reflected in every interaction—with our partners, guests, and the communities we engage with. Respectful relationships, fair collaboration, and a shared commitment to sustainability are at the heart of how we operate, ensuring that tourism benefits not only local economies but also the people and cultures that make each destination unique.

## MAXIMISE

Maximising local value added is a fundamental part of our commitment to responsible tourism and sustainable development. Our greatest impact lies in the early stages of product development, where we actively integrate local value considerations into our trips. This process is supported by ongoing dialogue with stakeholders and a structured approach to partner selection.

For ASI Originals, we prioritise working with locally owned businesses, particularly small and family-run enterprises, ensuring that tourism revenue directly benefits local communities. Our Code of Conduct and internal CSR Checklist for product management provide a structured framework to embed local value into our trips, guiding both the development and continuous evaluation of our itineraries. By applying these principles, we strengthen local economies while offering travellers authentic, community-based experiences.

At WeDesignTrips, local expertise is key to curating truly tailor-made journeys. By working directly with local travel agencies, we ensure that our guests connect with people who know their destination best—uncovering hidden gems, experiencing culture from a local perspective, and immersing themselves in traditions that might otherwise remain undiscovered.

For both WeDesignTrips and ASI Partner Trips, the ongoing process of supporting partners in obtaining sustainability certification will also play a crucial role in increasing local

value added. Certified partners are required to meet high sustainability standards, often prioritising locally sourced products, fair wages, and responsible supply chain practices. By embedding these principles into all of our business models, we continuously work towards ensuring that tourism remains a force for positive economic and social impact in the destinations we operate in.

## ASI DONATION PLATFORM ↗

Launched in 2021, the ASI Donation Platform was created to generate positive impact beyond our travel experiences. In partnership with Betterplace, Germany's largest donation platform, we provide our guests with an opportunity to give back by supporting carefully selected projects. ASI Reisen covers all transaction fees, ensuring that 100% of donations go directly to the initiatives.

Our project selection focuses on long-term collaboration in areas such as education, conservation, awareness-building, health, and infrastructure development. Wherever possible, we aim to connect guests with projects in the destinations they have visited, fostering a deeper connection to the places and communities they have encountered. When no suitable local project is available, we select initiatives addressing urgent global challenges.

To increase visibility, the ASI Donation Platform is integrated throughout the customer journey. Guests receive



information and links to the platform at key touchpoints before, during, and after their trip. Ten days after returning home, they receive an email with a direct link to a relevant project, ideally located in the country they visited.

While the platform has successfully mobilised financial support, engagement remains a challenge. Creating a meaningful connection between travellers and donation projects requires continuous refinement. We are actively evaluating our communication strategy to determine the most effective timing and messaging within the customer journey. Going forward, we will optimise both our outreach and technical integration to strengthen guest engagement and enhance the impact of this initiative.

PROJECT VISITS

Beyond our ASI Donation Platform, we have established direct collaborations with local aid projects, integrating project visits into selected trips. These visits create meaningful interactions between guests and local communities, fostering deeper awareness while increasing exposure and support for the initiatives.

In the fiscal year 2024, we partnered with 16 projects across various destinations, ensuring that these visits are thoughtfully incorporated into our itineraries. A key focus remains on refining our communication strategy to ensure all stakeholders — projects, agencies, guides, and guests — are well-informed and aligned.

To assess the effectiveness of this initiative, we conducted

our first structured feedback round. Seven local partner agencies and seven projects participated in the evaluation, with overall positive satisfaction regarding implementation and communication. However, areas for improvement were identified, particularly in the coordination between local agencies and project organisations. While most agencies reported smooth communication, some projects rated it lower, indicating a need for clearer processes and expectations. Strengthening this exchange will be a priority moving forward.

Another key challenge is the timing of guest donations. While guests are informed in their travel documents and guides are instructed to explain the process on-site, feedback suggests that the message is not always clear. Many guests still expect to donate in person rather than after the visit via the ASI Donation Platform. Improving this communication remains an area of focus.

Additionally, several projects expressed a preference for longer visits. However, as these experiences are designed to complement rather than define our trips, extending their duration is not a priority at this stage.

In response to this feedback, we introduced a comprehensive checklist for guides, outlining essential preparation steps, key messaging during the visit, and follow-up actions. This tool ensures that all relevant information is effectively communicated, supporting a smooth and insightful experience for guests while reinforcing our commitment to responsible tourism.

Case Study:  
Statement from one  
of our Project Partners

“ASI Reisen and  
Menschen im  
Dialog e.V. | A  
Partnership That  
Gives Back to the  
Future”

The educational initiative “Let’s Learn” empowers children’s rights and creates educational opportunities in remote regions of Nepal that function independently in daily life. Through a straightforward and strong partnership between ASI Reisen and Menschen im Dialog, IT classes and e-learning are promoted to open up new perspectives for children. ASI Reisen supports the initiative not only via its own donation platform but also by providing the necessary equipment. In addition, ASI Reisen supports the Happy Bottle House, offering children not just access to education, but also a safe home and a caring community.





# Fostering Dialogue and Transparency

Collaboration lies at the heart of our sustainability strategy. At ASI Reisen and WeDesignTrips, we believe that everyone involved in creating our experiences—be it local partners, guides, or guests—has the potential to actively contribute to more sustainable travel. Meaningful engagement and shared responsibility are essential to creating lasting impact.

Throughout the fiscal year 2024, we strengthened this approach by introducing new internal guidelines, expanding communication efforts, and implementing ways to better sensitise our stakeholders to sustainability topics. A notable step forward was the integration of sustainability-related feedback into WeDesignTrips' guest surveys, allowing us to gather broader perspectives on how our sustainability efforts are perceived.

Regular workshops and ongoing dialogue with our guides and partners remain central to our work, providing space to reflect, discuss and further develop key sustainability themes. Feedback from our guests also continues to serve as an important driver for improvement—helping us identify gaps, validate efforts, and ensure that sustainability is embedded in every step of the journey.

## Case Study: Supporting Travel Agencies in Responsible Tourism

As part of our commitment to fostering responsible tourism, we believe it is our duty to support and enable all stakeholders in making informed and responsible choices.

Through ongoing communication efforts, we aim to share relevant updates, encourage exchange, and offer tailored support—whether to guests, guides, partners, or sales channels. Travel agencies remain an important sales channel for ASI Reisen, with around 25% of bookings made through agency partners. For many travellers, they provide a sense of trust and personalised advice. To support visibility, we also list trusted agency partners on our website.

In September 2024, our Head of Customer Service and CSR Manager jointly hosted a dedicated webinar for our travel agency network. The focus was on sustainability at ASI Reisen—how we define it, what we're doing, and how our partners can confidently communicate these efforts to their clients. The session also created a space for open dialogue, raising important questions about the affordability of responsible travel, how to communicate sustainability without creating guilt, and how to remain honest and transparent at the counter.





OUR GUIDELINES

Guidelines play a crucial role in promoting sustainable development within the tourism industry, serving as effective tools for engagement and accountability. By adhering to guidelines, companies can align their operations with sustainability principles, minimizing negative impacts on the environment, communities, and cultural heritage while maximizing positive contributions to local economies and social well-being. Guidelines provide a framework for responsible practices, helping to ensure that tourism activities are conducted ethically, transparently, and with respect for human rights and the environment.

CODE OF CONDUCT

Our Code of Conduct remains a central requirement for collaboration with ASI Reisen and WeDesignTrips. It outlines our values and expectations on key topics such as human rights, labour conditions, and environmental responsibility. While we recognise that our partners operate under different conditions, the document serves as a shared foundation for responsible action and open dialogue—supporting alignment across the value chain and reinforcing our commitment to ethical, sustainable travel.

CSR GUIDELINES FOR PRODUCT DEVELOPMENT

Our Product Guidelines, developed jointly by the CSR and product management teams, provide a dynamic framework to improve the social and environmental impact of our trips. Reviewed and refined through ongoing dialogue, they combine

mandatory and voluntary criteria, reinforcing key topics such as those in our Code of Conduct. This collaborative, evolving approach allows us to respond to real-world challenges and continuously enhance sustainability within our products.

COMMUNICATION GUIDELINE

Transparent communication is a cornerstone of our sustainability strategy at ASI Reisen and WeDesignTrips. In 2024, we introduced a communication guideline developed in collaboration with our content team to ensure our messaging reflects our values and responsibilities. This document supports our commitment to inclusion, ethical standards, and clarity, covering both language and visuals. It addresses topics such as animal depiction, stereotypes, colonial history, poverty, and authenticity. We also continue to communicate key sustainability data—such as the CO<sub>2</sub> emissions and local added value of each ASI Original Trip—openly on our website, reinforcing trust and accountability with our stakeholders.

CERTIFICATION STRATEGY

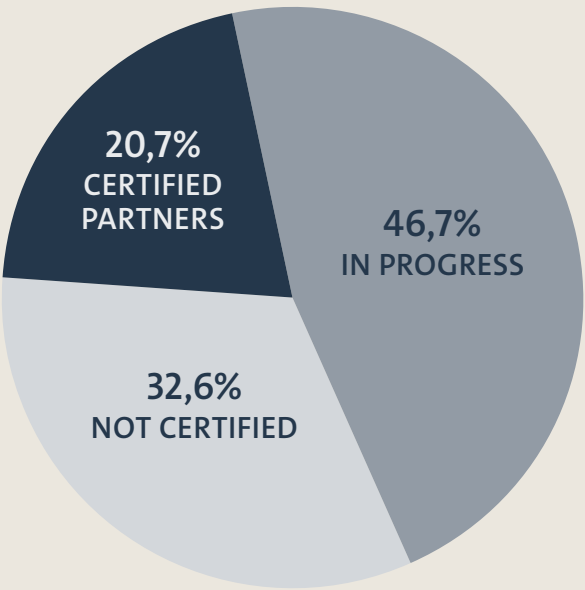
Sustainability certifications are essential instruments in the tourism sector, offering a structured approach to assess and enhance environmental, social, and economic impacts. At ASI Reisen and WeDesignTrips, we are proud to be certified as a [B Corp](#)—recognising our efforts to operate responsibly and transparently. In addition, ASI Reisen is certified by [Travelife](#), a globally recognised scheme that supports tourism businesses in implementing and improving sustainable practices across all areas of operation.

PARTNER CERTIFICATION STRATEGY

At ASI Reisen and WeDesignTrips, our goal is to work exclusively with certified partners, using certification as a framework for credible, continuous sustainability improvement.

Initially, we set out to achieve this goal by the end of 2025. However, we soon realised that this timeline was not realistic for many of our partners. The aftermath of the COVID-19 pandemic has left several tourism businesses still in recovery mode. Others have been affected by external pressures, limited resources, or simply had to prioritise other urgent matters. In response, we adapted our strategy in July 2024, extending the deadline to the end of the following fiscal year. The revised goal is to exclusively feature experiences from certified partners on our platform as of November 2025.

Our strategy prioritises certifications based on standards recognised by the Global Sustainable Tourism Council (GSTC), to ensure alignment with international best practices. **As of the end of fiscal year 2024, 20.7% of our partners are certified, 46.7% are in the process, and 32.6% are not yet certified.**



We acknowledge that pursuing certification is a significant step for our partners, requiring time, resources, and commitment. It is not an easy task, and we recognise that this ask comes with challenges. Many of our partners already demonstrate a strong commitment to responsible tourism through their own inspiring efforts. Our intention is not to question their work, but to support them in taking the next step—using certification as a tool to strengthen, structure, and communicate their impact.

CHALLENGES AHEAD

We acknowledge that the certification landscape is evolving. Regulatory changes, shifting frameworks, and developments from certification bodies all create challenges beyond our control. That is why we aim to remain agile and continue adjusting our approach to best support our partners.

To help identify and connect with certified tourism providers globally, we began a collaboration with [ECOTRANS](#) in 2024. Originally launched as an initiative during the 1988 “Tourism and Environment in Europe” conference, ECOTRANS was formally established in 1993 as a European network of experts and organisations in tourism, environment, and regional development. As a non-profit, ECOTRANS promotes best practices in sustainable tourism and supports us in building connections with certified businesses worldwide.



# Feedback collection

## FEEDBACK AS A DRIVER OF IMPROVEMENT

At ASI Reisen and WeDesignTrips, feedback is an essential part of our continuous improvement process. We actively seek input from our key stakeholders—guests, guides, employees, and partners—to gain meaningful insights into their experiences and perspectives. This enables us to identify strengths, uncover challenges, and further align our work with our values and sustainability goals.

### GUEST FEEDBACK

Following every trip, guests are invited to complete a feedback survey. For ASI Reisen trips, this includes questions that assess the sustainability of the experience—focusing on transportation, waste reduction at accommodations, local sourcing, and how well guides communicated sustainability topics. This helps us evaluate how our sustainability efforts are perceived and where further action is needed.

### NEW IN 2024

For the first time, WeDesignTrips guest feedback includes two sustainability-related questions—a rating on the perceived sustainability of the trip and an open question inviting suggestions for improvement. This marks an exciting step

forward in integrating sustainability more deeply into WeDesignTrips. By making guest perception measurable, we lay the groundwork for further strengthening sustainability practices across all areas of our business.

### GUIDES FEEDBACK

After each ASI Original trip, guides are asked to complete a trip report, which includes a section on sustainability-related observations. Their on-the-ground perspective provides valuable insights into the guest experience and the local context. These reports are reviewed by our product managers, who assess whether follow-up actions are needed. While the tool offers important potential for feedback, we recognise that its use and the level of detail provided can vary, and we aim to further encourage more active input in the future.

### EMPLOYEES FEEDBACK

Employees at ASI Reisen have the opportunity to join one ASI Original Trip per year. Thanks to their deep understanding of our sustainability strategy and values, they offer a well-informed perspective—often spotting areas for improvement that others might overlook. In 2024, we introduced new processes to enhance this feedback loop: prior to travel, employees align with our content and product teams, and upon return, provide targeted input—particularly on sustainability—which directly informs product development decisions.

### PARTNER AND SUPPLIER DIALOGUE

We also maintain regular communication with our partners and suppliers. Their input helps us to strengthen collaboration, improve operations, and tackle challenges proactively. These ongoing conversations are key to building long-term, values-driven relationships across our value chain.



## Case Study: Enabling Responsible Management in Accommodations

This case study is an example of how we act upon guest feedback to drive sustainability improvements. In 2024, we launched an initiative to support accommodations in waste reduction and the use of regional products—two key aspects that benefit both the environment and local economies. By working closely with our accommodation partners, we aimed to provide practical tools and guidance to help them enhance their sustainability practices.

### IDENTIFYING THE CHALLENGE

Through guest feedback, we observed that perceptions of sustainability efforts in accommodations were lower on long-haul trips, particularly in terms of waste management and regional sourcing. Given that regional products help strengthen local economies and small, family-run businesses, and that waste reduction is critical for environmental responsibility, we saw an opportunity to support accommodations in addressing these issues.

### UNDERSTANDING THE LANDSCAPE

To gain deeper insights, we conducted a survey among accommodations across ten destinations to assess their sustainability initiatives, challenges, and support needs. With strong engagement from our local agencies, 154 out of 177 hotels participated, providing valuable data that helped us better understand the current landscape and identify opportunities for improvement. The survey was well received, with many accommodations appreciating the opportunity to share their experiences and gain new insights. Some responses even highlighted unexpected challenges—such as a hotel struggling to grow its own vegetables, only to have them frequently stolen by monkeys!

The collected data enabled us to create tailored reports for each destination, incorporating both region-specific insights and universal best practices. These reports provided accommodations with practical recommendations and examples relevant to their local context while also integrating global strategies for responsible management. Additionally, we compiled a universal guide, which serves as a condensed version of these reports, featuring key findings, practical tools, and best practices applicable to accommodations worldwide. This approach ensures that our study not only benefits the surveyed destinations but also provides valuable resources that can be shared with other partners, extending the impact of our findings across our network.

**Read our guide on waste and resources [here](#).**





# Data-based Approach as a Foundation

At ASI Reisen and WeDesignTrips, we are committed to a data-based approach as the foundation of our sustainability efforts. We believe that understanding our impact through measurement is essential to drive meaningful change. Whether it is environmental, social, or operational, data helps us identify areas where we are doing well—and where there is room for improvement.

Our approach includes regular feedback collection from guests, guides, and employees, the calculation of emissions from our trips and office operations, and the use of recognised certifications as structured tools to evaluate and manage our sustainability performance.

This process allows us to track progress over time, respond to developments, and adjust our strategies accordingly. It also supports transparent communication with our stakeholders and reinforces accountability across the value chain. While we acknowledge that our journey is ongoing, we remain committed to learning, evolving, and taking deliberate steps to enhance our positive impact through evidence-based decisions.





*» No one will protect what they don't care about; and no one will care about what they have never experienced. «*

*David Attenborough*



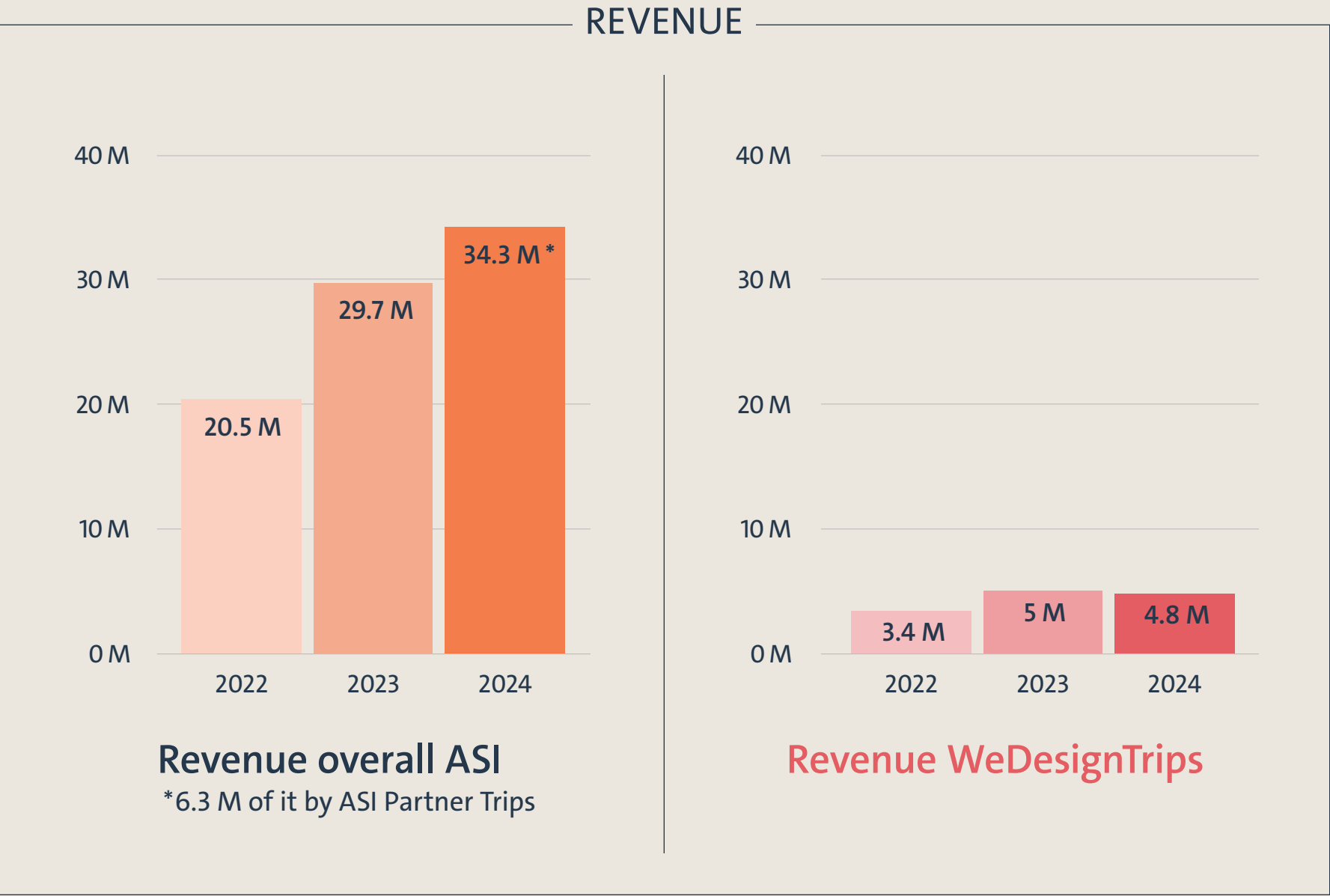


# OUR PERFORMANCE





# 2024 in Numbers





OUR NET PROMOTER SCORE (NPS)

We use the Net Promoter Score (NPS) to assess satisfaction, identify areas for improvement, and track progress. The scale ranges from -100 to +100, with scores below zero indicating significant dissatisfaction, while a range between 1 and 30 suggests an acceptable level with room for improvement. Scores between 31 and 50 reflect a solid recommendation rate, in line with most companies, whereas 50 to 70 indicates a strong level of satisfaction and frequent recommendations. Achieving a score above 70 is rare and typically reserved for market leaders. NPS offers valuable insights into stakeholder perception, helping us refine our approach and enhance overall satisfaction.

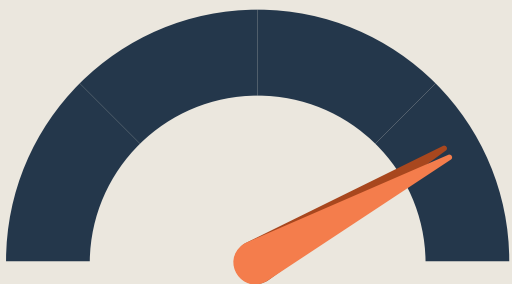
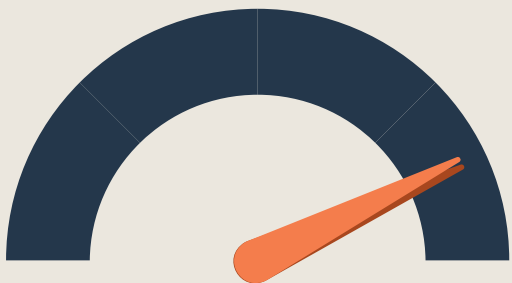
INTERNAL

At the close of the fiscal year 2024, ASI Reisen had a workforce of 55 employees, reflecting steady growth. Our Employee Net Promoter Score (eNPS) improved significantly, rising by 45 points to 52. This positive shift highlights the impact of internal restructuring, particularly the establishment of a dedicated HR department, alongside new initiatives to enhance flexibility, professional development, and employee satisfaction.

A key factor in this progress has been the improvement of our onboarding process, ensuring new employees receive the necessary support to integrate successfully. Flexible work arrangements and structured learning opportunities have also contributed to higher engagement.

We continuously track employee sentiment through bi-weekly anonymous surveys via Officevibe. Over the fiscal year

COMPARISON TO THE YEAR BEFORE



2024, key indicators such as Overall Engagement (7.9, + 9%), Relationship with Manager (8.6, +9%), and Personal Growth (7.9, +11%) all showed notable increases, while Satisfaction (8.0, +9%) and Happiness (7.4, +5%) also improved.

Internal culture remains essential in maintaining strong team connections. Organised by our Feel Good Manager, team events such as quarterly Nestwarmings foster collaboration and team spirit. Combined with our modern office space, flexible work options, and employee benefits, these initiatives create a positive and engaging work environment.

OUR EXPERIENCES

In the fiscal year 2024, ASI Reisen welcomed 16,688 guests on ASI Original Trips, with 5,022 guests providing feedback, resulting in an NPS of 67, an increase from the previous year. This strong rating reflects the dedication of our team and partners in delivering exceptional travel experiences.

When looking at specific trip categories, Alpine destinations achieved the highest NPS at 69, with 2,552 responses out of 8,190 travellers, followed closely by European trips at 67 (2,102 responses from 7,694 guests). Long-haul travel, making up a smaller portion of total bookings, recorded an NPS of 54, with 368 responses from 804 guests.

For ASI Partner Trips, 4,980 guests travelled with us, with 967 responding to our survey, resulting in an NPS of 54. Meanwhile, WeDesignTrips recorded an NPS of 74.3, based on 403 responses, equating to a 19.02% response rate from 1,819 guests. This high rating underscores the strong guest

experience and the valuable expertise of the 77 local travel specialists who tailor unique itineraries.

Overall, these insights highlight the trust placed in ASI Reisen, WeDesignTrips and its partners, as well as the continued success of our diverse travel offerings across various markets and regions.

GUIDES

Throughout the fiscal year 2024, ASI Reisen collaborated with a dedicated team of 374 guides, whose expertise and input are essential to shaping our trips and delivering outstanding guest experiences. To ensure we continuously improve this collaboration, we conduct an annual anonymous survey. In October 2024, we invited 240 guides to take part and received a strong response rate of 81.7% (196 responses), an increase of 4.4% compared to the previous year.

The Net Promoter Score from our guides (gNPS) was 70.0, marking a slight decrease of 3.1 points compared to the previous year. Additionally, 95.9% of respondents stated they would like to continue working with ASI Reisen, a small drop from 97.3% the year before. Despite these minor fluctuations, the results reflect the solid and respectful relationships we maintain with our guides and point to areas for ongoing development.

The value of this strong collaboration is also reflected in guest feedback: guides received an outstanding average rating of 1.3 (on a scale from 1 = very good to 5 = poor), underlining the significant impact our guides have on the overall quality of our travel experiences.



# Our Impact

Travel inevitably leaves its mark—be it through emissions or the value generated in the regions we visit. At ASI Reisen, we track and evaluate this impact to gain meaningful insights. These data points serve as the foundation for continuous improvement and help us steer our actions towards a more responsible and future-oriented approach to tourism.

## ENVIRONMENTAL IMPACT

### OUR EXPERIENCES

We measure the emissions of all ASI Original trips to better understand our environmental impact and identify areas for improvement. While reducing emissions remains our top priority, we also invest the equivalent value of all non-reducible emissions from our ASI Original Trips and our headquarters into certified climate projects.

In fiscal year 2024, total emissions from ASI Original Trips amounted to approximately 9,600 tonnes of CO<sub>2</sub>e. **Earthbound trips, with the highest number of travellers (8,190), accounted for the lowest share of emissions at 2,026 tonnes.** This reflects the nature of these trips, where we are often able to integrate public transportation and avoid flights altogether—making them the most emission-efficient category per guest.

In contrast, **our European trips, with 7,694 travellers, generated approximately 4,996 tonnes of CO<sub>2</sub>e.** Many of these packages include short-haul flights, and in several cases, private transportation is necessary due to limited infrastructure. **Long-haul trips, although booked by only 804 guests, accounted for 3,275 tonnes of CO<sub>2</sub>e, largely due to the high emissions associated with intercontinental flights.**

These figures offer important insights into the emissions intensity of each trip category and help guide our efforts to reduce impact where it matters most.

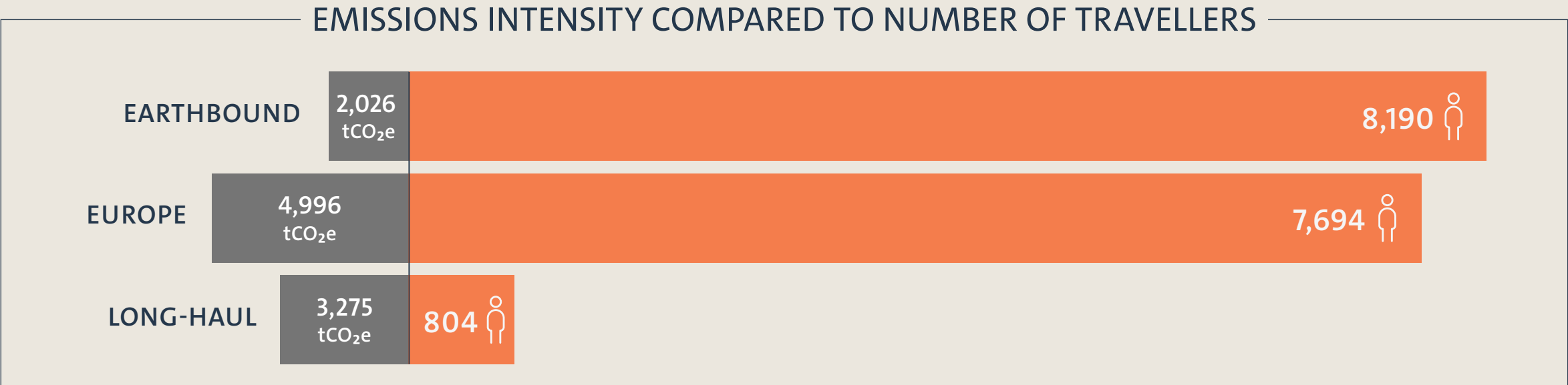
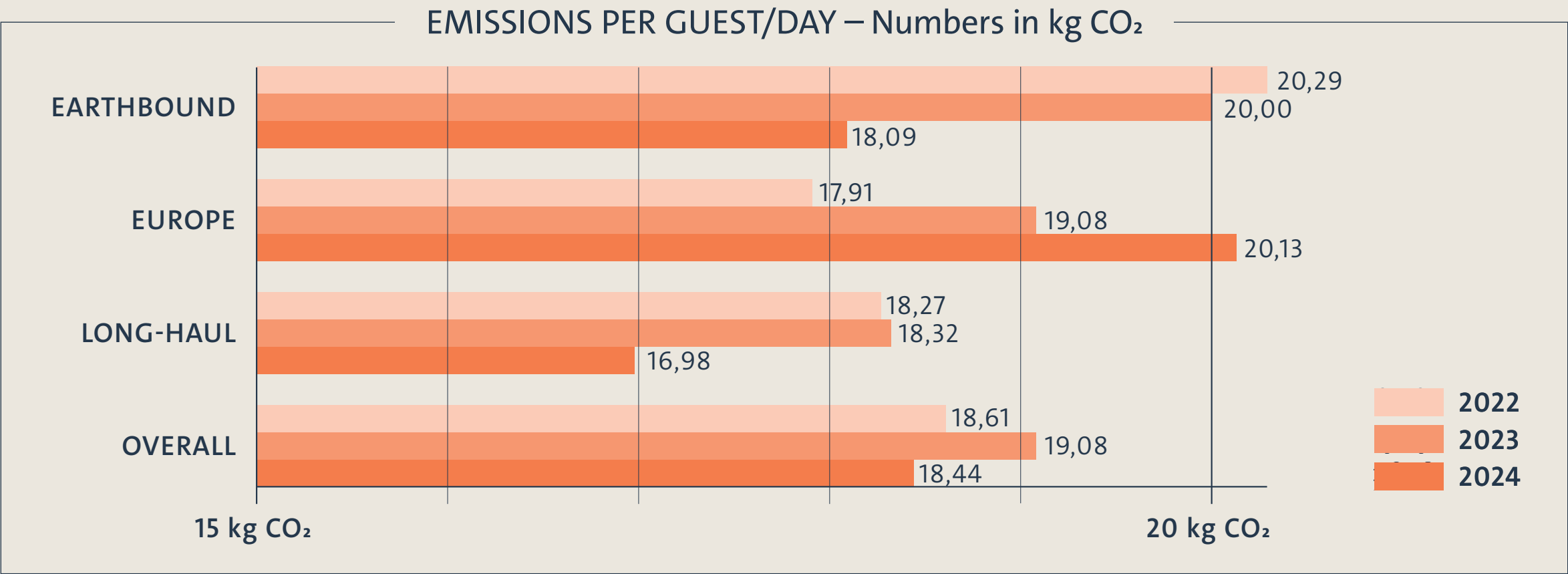
### ASI NEST

The ASI Nest, designed by the acclaimed Norwegian architecture firm Snøhetta, reflects our commitment to sustainable building practices. Its green façade, planted with more than 1,200 native species, helps regulate indoor temperatures naturally and reduces the need for energy-intensive cooling. All electricity used in the building is sourced from Gutmann Ökostrom, a provider of 100% renewable energy in Austria.

[Read more about the architecture of the ASI Nest ↗.](#)

In the fiscal year 2024, the Nest recorded an electricity consumption of 107,442 kWh and used 259 m<sup>3</sup> of water. Approximately 12,800 litres of waste were produced and systematically sorted for recycling. The total carbon emissions associated with our headquarters amounted to 471 tonnes of CO<sub>2</sub>e.

Monitoring these figures is an important part of our broader sustainability efforts. By tracking our resource use and emissions, we ensure that our operations at the ASI Nest continue to align with our environmental goals.





PERCEPTION OF SUSTAINABILITY BY OUR GUESTS

To better understand how our sustainability efforts are perceived, we continue to include four targeted questions on sustainability in our post-trip surveys for ASI Original Trips. Guests rate aspects such as transportation, waste management, regionality, and guide communication, using a scale from 1 = excellent to 5 = poor. These insights offer valuable direction for improving our initiatives and communication.

In the fiscal year 2024, the overall sustainability rating across ASI Originals improved to 1.6—reflecting a positive development compared to previous years (1.7 in both 2022 and 2023). Transportation was also rated at 1.6, showing steady improvement, while regionality improved slightly to 1.7. Waste avoidance remained consistent at 1.9, and the guide-related rating held stable at 1.5.

At subcategory level, we observed notable improvements in waste avoidance on long-haul trips (2.3, down from 2.5 in 2022) and consistently high ratings for guide performance across all trip categories. Earthbound trips continued to perform well, particularly in regionality (1.6) and transportation (1.6). While the results for Europe remained largely stable, a small improvement was seen in waste perception (now 2.0).

For ASI Partner Trips, the sustainability rating was 1.8, suggesting potential for improvement. While we currently focus on certification to address sustainability—given limited access to the supply chain—this guest feedback could become a more valuable communication tool in the future.

A new milestone in 2024 was the integration of two sustainability questions into the WeDesignTrips feedback form for the first time. Of 1,819 guests, 228 provided responses on the sustainability question, resulting in an average sustainability rating of 2.14. While the response rate was relatively low (19.02%), this marks an important step forward in tracking sustainability perception within the WeDesignTrips model. To improve data quality, we plan to make this question mandatory in the future.

These findings underscore that while there is progress across many areas, continued effort and dialogue are needed to maintain and improve sustainability standards across all parts of our business.



SOCIAL IMPACT

At ASI Reisen, we believe that travel should create meaningful value for the communities who host our guests. That is why we prioritise working with local, often family-run partners and suppliers—to help ensure that as much value as possible stays within the destination.

In the fiscal year 2024, the average local value added across our ASI Original Trips was 58%, with Earthbound trips achieving the highest share at 70%, followed by Europe at 52% and Long-haul at 51%. This figure reflects the percentage of the trip price that remains in the host country—strengthening the local economy and supporting employment.

Compared to the previous year, we observed a slight decrease across all product categories. This is partly due to rising flight costs, which affect the overall calculation, as we display local value added as a percentage. The more other cost components increase, the lower the share that remains local.

We continue to display the local value added of every ASI Original Trip transparently on our website. In 2024, we also began refining our calculation methodology, taking a closer look at each cost component. Going forward, we aim to optimise the process and identify targeted measures to increase local impact.

ASI DONATION PLATFORM

Through our ASI Donation Platform, we collected a total of EUR 3,909 in donations during the fiscal year 2024. While this figure is lower compared to previous years, it reflects the absence of a dedicated fundraising campaign during this period. We recognise significant potential for improvement—both in terms of communication and by addressing current technical limitations within the platform.

Looking ahead, we aim to develop a more structured and strategic approach to foster a steady flow of donations. By improving our project visits, expanding the number of supported initiatives, and strengthening the emotional connection between guests and local projects, we hope to further encourage willingness to contribute.





GUIDE SUMMIT

One of the highlights of the year was our annual ASI Guide Summit, which took place in January 2024 in Mauterndorf am Brenner. After a break due to the pandemic, it was a true pleasure to welcome nearly 100 guides from around the world back to Tyrol for two days of dialogue, exchange, and connection.

The summit served as a platform to reflect on the past year, celebrate shared successes, and align on goals for the upcoming season. It also provided a valuable opportunity to strengthen relationships, foster mutual understanding, and discuss how we can continue developing meaningful travel experiences together.

Our guides are the ones who bring our journeys to life—and this gathering reminded us once again of their expertise, passion, and essential role in creating responsible travel that leaves a positive impact.

We’re already looking forward to the next edition.



Guide Summit January 2024 Mauterndorf am Brenner, Austria

PROMOTING THE B CORP MOVEMENT IN THE REGION

As a certified B Corp, ASI Reisen is committed to advancing responsible business practices—not only within our own operations but also by fostering dialogue in our region. In 2024, we contributed to two key events at Impact Hub Tirol to raise awareness for the B Corp movement.

In March, we co-hosted a B Corp Social with other local B Corps—an informal gathering that brought together certified companies, impact-driven businesses, and individuals interested in learning more about the movement. A panel discussion and open exchange offered insights into the value of B Corp certification and its role in shaping better business.

In October, during the Alpine Impact Days, we joined a session to share our certification journey and highlight how B Corp can guide businesses in aligning purpose with profit.

Both events helped strengthen the local B Corp network and encouraged new perspectives on sustainability and accountability in business.



BCorp Social Alpine Impact Days





**INNSBRUCK NATURE FILM FESTIVAL (INFF) ↗**

This year marked the continuation of a meaningful collaboration between ASI Reisen and the Innsbruck Nature Film Festival (inff), as we hosted our second exclusive film preview - a special evening dedicated to dialogue, inspiration, and hope.

At the heart of the event was the moving documentary “Reasons for Hope”, featuring the extraordinary life and work of Dr Jane Goodall. With a powerful message about courage, optimism and action, the film reminded us that every single one of us can play a role in shaping a better future. Dr Goodall’s call to never give up and to act with compassion deeply resonated with all of us present.

We were especially honoured to welcome Doris Dienst-Schreyvogel, Managing Director of the Jane Goodall Institute Austria, who shared fascinating insights into the foundation’s impactful work and gave us a glimpse behind the scenes of Dr Goodall’s lifelong mission. The evening’s conversations were enriched by her presence and the warm, thoughtful moderation of Johannes Kostenzer.

Our aim was to bring together partners, friends, and family to spark conversations, exchange ideas and renew our shared commitment to responsible action. In an informal setting and over delicious food, the event turned into a space for genuine connection—leaving us energised, hopeful, and even more motivated to continue shaping tourism with purpose. After such a successful evening, we’re looking forward to continued collaboration and future opportunities for exchange.



**Innsbruck Nature Film Festival 2024** *Innsbruck, Austria*

**Climate Action Summit**

In 2024, our CEO, Ambros Gasser, participated in the Innovate for Tomorrow: Climate Action Summit, hosted by the Adventure Travel Trade Association (ATTA) in Norway. This summit convened global leaders in adventure travel to address climate change challenges within the industry. The event focused on sharing innovative solutions, fostering collaborations, and advancing sustainable practices to reduce tourism’s environmental impact. Ambros’s involvement underscores ASI Reisen’s dedication to integrating climate-conscious strategies into our operations and contributing to the broader movement towards sustainable tourism.



**Climate Action Summit 2024**  
*Photos courtesy Tomorrow’s Air & Possible Studio*





# *A LOOK INTO THE FUTURE*



# Preparing for What's Ahead

As we look to the future, one thing is certain: change will continue to shape the way we travel—and how we take responsibility for it. From the increasing impacts of climate change to shifting political landscapes and evolving guest expectations, we are entering a phase that demands both reflection and agility. At ASI Reisen and WeDesignTrips, we are committed to staying responsive, open to change, and focused on strengthening the foundations we have built so far.

## STRENGTHENING SUSTAINABILITY AT WEDESIGNTRIPS

2024 marked the beginning of deeper sustainability work at WeDesignTrips. With the first key steps taken—such as new feedback tools and communication guidelines—we are now entering the next phase: expanding our sustainability strategy, setting clear priorities, and developing tangible measures. These steps will help us ensure that our local partners are supported and our guest experiences continue to reflect our values.

## STAYING AGILE IN A CHANGING LANDSCAPE

As the tourism sector evolves, so must our strategies. New regulations, including updates within the EU Green Deal, are influencing the certification landscape. In response, we will maintain a flexible approach to our partner certification strategy, while continuing to support our partners on this journey. At the same time, we will be closely observing developments in the area of climate investments. As new technologies and approaches emerge, we aim to stay informed and assess whether alternative solutions could offer added environmental or social value in the future.

## BUILDING CREDIBILITY AND ACCOUNTABILITY

Looking ahead, we recognise the importance of a science-based approach to climate action and will explore aligning our goals more closely with recognised frameworks such as the Science Based Targets initiative (SBTi). While no final decision has been made, we understand that such an approach could help strengthen the credibility and effectiveness of our climate strategy. In 2025, we will also begin the recertification process for both Travelife and B Corp—important milestones that provide an opportunity to reflect on our progress, enhance transparency, and reaffirm our long-term commitment to responsible business practices.

## OPTIMISING WHAT ALREADY EXISTS

While we continue to explore new initiatives, we also see great potential in optimising existing structures. From refining how we calculate and communicate local value creation to strengthening our internal guidelines and improving transparency, our focus will be on clarity, quality, and consistency.

## A SHARED COMMITMENT

The road ahead will not be without challenges—but we believe that through collaboration, openness, and continued learning, we can help shape a future for tourism that is more sustainable, inclusive, and resilient.

Thank you for being part of this journey.



# Imprint

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