



ASI Reisen
Impact Report 2025





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Welcome from CEO



Ambros Gasser CEO ASI Reisen & WeDesignTrips

In 2025, ASI Reisen and WeDesignTrips continued their journey with energy, confidence and a clear sense of direction. It was the most successful year in our history — and, more importantly, a year in which we became better once again.

With passion, dedication and a strong team effort, we reached another milestone in passengers and revenue. These numbers make us proud. They show that more and more people are looking for travel experiences that are active, meaningful and responsible — experiences that connect them with nature, local communities and cultures in a deeper way.

At the same time, success for us has never been about growth alone. What matters is how we grow. In 2025, we worked intensively on the structures that will allow us to continue growing in a healthy and sustainable way. We strengthened our teams, filled important new roles, sharpened responsibilities and improved processes across the organisation. The appointment of a COO was an important step in creating more

operational clarity and focus, while our People & Culture, product, digital and sustainability teams continued to build the foundations for the future.

The results encourage us. Our guest feedback remained strong, with an NPS of 70 for ASI Originals and 81 for WeDesignTrips. Our guides continued to play a central role in creating exceptional travel experiences, and our team grew not only in size, but also in expertise, ambition and shared commitment. This combination of trust, quality and passion is what drives us forward.

2025 was also another year that reminded us how complex the world has become. Geopolitical tensions, climate change, economic uncertainty and social fragmentation continue to shape the environment in which we operate. Travel is not separate from these realities. It is part of them. And despite all the crises around us, we remain convinced that our path is the right one — and that it will make us successful in the long term.

Sustainability remains at the heart of this path. In 2025, we were successfully recertified as both a B Corp and Travelife Certified company. We further advanced our partner certification strategy and continued to measure the carbon emissions and local value added of our ASI Original trips. These steps help us understand our impact more clearly and make better decisions for the future.

We know that sustainable travel is not a finished state. It is a continuous process of measuring, learning and improving. Tourism has an environmental footprint, and flights remain one of the greatest challenges in our industry. But travel can also create value: for local partners, guides, communities and for the people who return home with a broader view of the world.

As we look ahead, we do so with optimism and ambition. With a clear vision, stronger structures and a passionate team, we are ready to take the next steps: to inspire even more travellers and to continue shaping a more responsible future for travel.

Thank you to our guests, guides, partners, local communities and the entire ASI Reisen and WeDesignTrips team. Your trust, energy and commitment made 2025 possible — and give us the confidence to keep moving forward.

Welcome from Sustainability & Impact

As Head of Sustainability & Impact at ASI Reisen, I am proud to present this year's Impact Report – my first since joining the team in July 2025, and one that reflects both meaningful progress and honest ambition.

When I stepped into this role, I was struck by the rigour and depth that already underpins ASI Reisen's sustainability journey. What I found was not a company talking about impact – but one measuring it, questioning it, and pushing to do better. That foundation is something rare. And this report is proof of it.

2025 was a year of substance. We strengthened the credibility of our sustainability approach across ASI Reisen and WeDesignTrips, keeping our Vision 2027 goals firmly in sight. Going through the Travelife and B Corp recertification processes was a valuable exercise in itself: the rigorous external auditing forced us to examine our practices with fresh eyes, surface blind spots we might otherwise have missed, and stress-test the assumptions behind our commitments. That outside

perspective is something we actively build upon — it sharpens our thinking and gives us a clearer sense of where to go next. We also reached a landmark milestone in our partner network: 100% of partners on our platform are now either certified or actively pursuing a recognised sustainability certification. That signals that our standards are becoming the standard.

We pushed our impact measurement further, too. This year, we systematically measured local value creation across our original trips and continued to develop our CO₂ methodology – building the analytical rigour needed to drive decisions, not just report on them.

But this report does not shy away from complexity. Our data also revealed that local value creation declined in some areas. Our emissions data has grown more complex to interpret. And in our Marketplace model, where operational control is more limited, translating sustainability ambitions into on-the-ground outcomes remains a genuine challenge. We name these realities here because transparency is the only credible foundation for progress.

2026 brings fresh momentum – and an even sharper focus on where our impact actually lands.

None of this happens without the people who make it real: our partners, guides, and local communities who give every journey its meaning – and our teams at ASI Reisen and WeDesignTrips, whose commitment turns strategy into action.



Nia Klatte *Head of Sustainability & Impact*

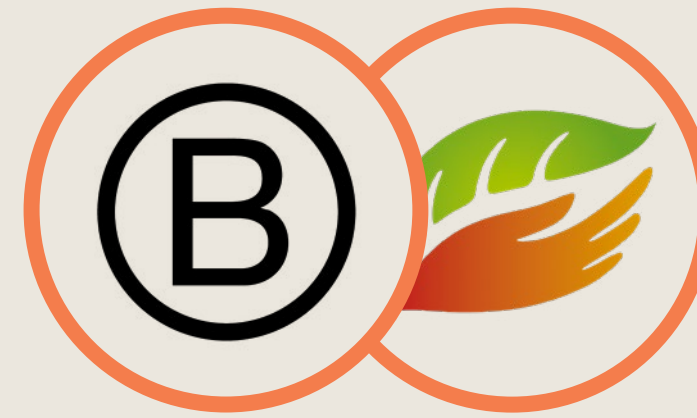
Overview Success Stories – at a glance

4

Nestwarmings where the whole team gets together in Natters

10

New and motivated team members joined us



Successful B Corp and Travelife certification

IN FOCUS

Local value creation:

measured, but declined vs. 2024

100%

Partners certified
56% fully certified,
44% actively working on it

1,67

ASI Guest Sustainability Score
2,03 WeDesignTrips
(scale 1—5, best to lowest)

70

NPS for ASI Originals,
81 WeDesignTrips
(scale 0—100, lowest to best)

IN FOCUS

CO₂

methodology further developed, data complexity increased



APPROACH TO REPORTING

Approach to Reporting

We are excited to share our fifth annual Impact Report, covering the fiscal year from 1 November 2024 to 31 October 2025.

This report is both a transparent overview of what we have been working on over the past year and a chance to reflect on our progress, key achievements, and the impact we are creating together. Open and honest communication continues to be a central part of our approach. We want our stakeholders to clearly understand what we do, how we do it, and the impact we have. As one of the leading platforms for active and adventure travel, we take this responsibility seriously – providing clear, data-driven insights into our social, environmental, and economic performance.

REPORTING SCOPE AND BOUNDARIES

This report covers ASI Reisen as the primary reporting entity. WeDesignTrips, as a subsidiary, is referenced throughout where relevant to our broader sustainability approach and partner strategy.

For our quantitative impact metrics – specifically CO₂ emissions and local value creation – we focus exclusively on ASI Originals, the trips fully designed, operated, and managed by ASI Reisen. This scope is deliberate: because we have full operational control over ASI Originals, we have access to the

complete data needed to calculate emissions and local value creation with meaningful accuracy. For Marketplace trips and WeDesignTrips itineraries, the data required for equivalent calculations is not fully available to us, and we therefore do not include them in these specific metrics at this stage. We are transparent about this limitation and continue to explore how our measurement approach can evolve as our data capabilities grow.

SUSTAINABILITY AT THE HEART OF WHAT WE DO

Sustainability is a core part of this report and of our everyday work. Our focus is on reducing environmental impact, strengthening local value creation, and being transparent about our progress. Guided by our mission to create more sustainable travel experiences for both travellers and local communities, we are continuously working to improve and evolve. We believe that clear goals and structured reporting are essential to making real progress. Certifications such as B Corp and Travelife help guide us, offering strong frameworks to measure our performance and identify where we can do better.

MEASURING OUR IMPACT

To track our carbon footprint, we follow the [GHG Protocol](#), an internationally recognised standard for measuring greenhouse gas emissions. These are divided into three categories:

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 across our value chain.

As an asset-light tour operator, more than 90% of our emissions fall within Scope 3. We calculate the emissions of our ASI Original trips using the [Travel Footprint Tool](#) by Hotel Resilient, while our internal emissions for the 2025 fiscal year are measured using the Equipoise/SMECH Advanced Business Carbon Calculator developed in partnership with the SME Climate Hub. These figures are based on measured data where available, and on recognised modelling methodologies where direct measurement is not possible.

Local value creation – the share of a trip's price that remains within the destination – is calculated exclusively for ASI Originals, applying a consistent methodology across the portfolio. In addition, we continuously gather and analyse feedback from stakeholders across our value chain to better understand our overall performance.

TAKING A HOLISTIC VIEW

We use a range of KPIs and measurement tools - outlined in detail throughout this report - to understand how our activities affect employees, travellers, partners, and local communities. By taking a structured and holistic approach to sustainability reporting, we aim not only to meet the standards of our B Corp certification, but to actively contribute to positive change within the tourism industry.



WHO WE ARE



Our History



Prof. Hannes Gasser

ASI Reisen was founded in 1963 by Prof. Hannes Gasser — an extreme mountaineer, expedition leader, photographer and musher whose pioneering spirit shaped the company from the very beginning.

What began as the Alpinschule Innsbruck was rooted in alpine education, mountain competence and a deep respect for nature. In the early years, ASI offered alpine training courses, simple hikes, multi-day mountain tours and hut-to-hut experiences in the Alps. The idea was clear from the start: to open the mountains to people in a responsible, competent and meaningful way.

In 1971, ASI took its first step beyond the Alps with journeys to Corsica. Travelling with tents and sleeping bags, guests experienced the Mediterranean island in the spirit of modern explorers. Only a few years later, ASI helped shape a completely new form of travel: the organised hiking trip. Spain, Portugal, Italy, Greece, Turkey and Cyprus became some of the first destinations — many of them regions that are today among Europe's most important hiking destinations.

Over the following decades, ASI continued to expand this idea. From Southern Europe, the concept of comfortable hiking travel was carried into more distant regions such as Sri Lanka, Nepal, Kenya and Alaska. Later, the programme grew further with individual self-guided hiking trips, a renewed alpine training portfolio, E-Bike journeys and new forms of experience-based travel. Throughout this evolution, ASI remained true to its origins: movement in nature, expert guidance,

carefully designed routes and respectful encounters with local people and cultures.

After the sudden passing of Hannes Gasser in 1996, his wife, Elfi Gasser continued the company with great dedication until the second generation was ready to take over. In 2011, Ambros Gasser assumed responsibility for the family business and continued to develop ASI from an alpine travel specialist into a digital platform for active and adventure travel.

Sustainability has always been part of this journey. Long before the term became widely used, ASI stood for a way of travelling that values landscapes, local communities and future generations. In 2020, ASI became one of the first tour operators to calculate the CO₂ emissions of its trips, including flights, accommodations, local transport and activities. In 2022, ASI became a Certified B Corporation, followed by the Travelife certification in 2023.

In 2025, ASI Reisen successfully renewed both its B Corp and Travelife certifications. In the same year, we strengthened our standards across the marketplace: since 2025, all partners on the ASI platform are either already certified or actively working towards a recognised sustainability certification.

Today, ASI Reisen remains a family-owned company with deep roots and a clear ambition for the future: to shape responsible active travel, to keep improving the way we measure and manage our impact, and to ensure that future generations can continue to explore the world with curiosity, respect and care.



Vision

At ASI Reisen and WeDesignTrips, our mission remains unchanged: to develop sustainable travel experiences that create value for both travellers and local communities. This mission continues to guide our decisions and lays the foundation for our long-term direction.

OUR COMPANY VISION

The best platform for sustainable travel.

OUR NARRATIVE

We strive to offer exceptional experiences at every stage of the traveller journey - initial contact, booking, the trip itself, and post-trip follow-up. By inspiring enthusiasm at every touchpoint, we build trust, strengthen our relationships, and ensure sustainable long-term success.

This vision reflects a holistic understanding of travel: every interaction and every person involved shapes the overall experience. By embedding sustainability and impact into everything we do, we translate our ambitions into tangible, measurable action. At the same time, we recognise that travel comes with an environmental footprint. Rather than overlooking this, we focus on understanding, measuring, and continuously reducing our impact, while strengthening the positive contributions we can make for local communities and destinations.

This shared vision reinforces our role as a catalyst for positive change. By engaging and motivating our employees, partners, and guests, we aim to scale more responsible travel practices and contribute to meaningful progress beyond our own organisation.



ASI Guide Summit 2025

Our Structure

ASI Reisen and WeDesign-Trips operate with a flat hierarchy, designed to foster close collaboration, fast decision-making, and shared ownership across the organisation.

SUSTAINABILITY GOVERNANCE

Sustainability & Impact is anchored at the highest level of the organisation: the Head of Sustainability & Impact reports directly to the CEO, reflecting the strategic importance of this function to the long-term direction of the company.

Progress is tracked through a structured review cycle. Annual and quarterly KPIs provide the overarching framework, while weekly priorities are defined, tracked, and shared transparently with all staff across the organisation. Each quarter, performance is reviewed against targets to assess whether we are on track – and to identify where adjustments are needed. This combination of regular operational rhythm and structured strategic review ensures that sustainability remains a live priority, not a once-a-year reporting exercise.



ORGANISATIONAL DEVELOPMENT

In 2025, ASI Reisen strengthened its leadership structure by expanding the COO function, increasing operational focus across product, technology, and customer-facing areas. Finance, People & Culture, and Sustainability & Impact remain under direct CEO leadership.

To sharpen accountability within our technology teams, we also separated core systems and digital product development into two distinct areas – enabling greater focus and clarity across our digital infrastructure.

Our Values

Our values guide how we work, make decisions, and shape the future of travel.

CUSTOMER AT THE CENTRE

To inspire more people to travel responsibly, we put our customers at the heart of everything we do. We design our journeys and services with their needs in mind – aiming not just to meet their expectations, but to exceed them. We also believe that sustainability makes travel better. Trips that support local communities, protect natural environments, and connect travellers with authentic local knowledge create richer, more meaningful experiences. Responsible travel is not a compromise – it is what makes a journey truly worthwhile.

TAKING RESPONSIBILITY

We act with responsibility across environmental, social, and economic dimensions. This means thinking long-term and taking ownership – individually and as a team. For us, responsibility in sustainability starts with understanding: we measure our carbon footprint, track local value creation, and analyse our impact on the communities and ecosystems we operate in. Only by knowing where we stand can we identify where to improve. When challenges arise, we focus on solutions, learn from experience, and step in where we can make a difference.

STAYING CURIOUS

Curiosity drives our progress. Sustainability is a rapidly evolving field – new technologies, scientific insights, and practical experiences constantly reshape what is possible and what is expected. We embrace this complexity, learning from research, from our partners, and from the destinations we work in. By staying open and continuously expanding our knowledge, we ensure our sustainability approach remains relevant, evidence-based, and genuinely effective.

BEING COURAGEOUS

We address challenges openly and respectfully, make clear decisions, and stand by them. Our ambition to lead in responsible tourism requires boldness – and that sometimes means prioritising sustainability over short-term commercial gain. Whether it is raising standards for our partner network, investing in better measurement, or making difficult product decisions, we are willing to act on our convictions. Because meaningful progress in sustainability rarely comes without difficult choices.

STRIVING FOR EXCELLENCE

We aim for high standards in everything we do. In sustainability, excellence means never treating last year's results as good enough. We continuously question our strategy, stress-test our assumptions, and measure our progress against clear targets. Year on year, we push to reduce our footprint, strengthen our impact, and sharpen our reporting. Improvement is not optional – it is the only way to stay credible.



People and Culture

2025 marked a significant step in how ASI Reisen approaches its people strategy. With the establishment of a dedicated People & Culture department, we brought all core HR functions under one clear structure – enabling a more strategic focus on employee experience, talent development, and long-term organisational health.

OUR TEAM IN NUMBERS

At the end of 2025, ASI Reisen employed 63 people across Austria and Germany. Of these, 40 were women (63%) and 23 were men (37%). Our team grew over the course of the year, with ten new permanent positions created – a reflection of our continued organisational development.

Leadership remains an area we are actively shaping: across our nine departments, five team leads were men (56%) and four were women (44%) – a distribution we continue to monitor and develop with intention.

HOW WE WORK

Our hybrid working model is a cornerstone of how ASI Reisen operates. In 2025, 54% of employees worked in a hybrid setup combining office and home, while 46% worked fully remotely. This flexibility is not a compromise – it is a deliberate part of how we attract and retain talent, and how we build a resilient organisation.

To ensure connection across a distributed team, we hold quarterly all-team gatherings – our ASI Nestwarmings – where the entire organisation comes together in person for three

days of shared work and shared experiences. These gatherings have become a valued part of our culture, consistently strengthening team cohesion and cross-departmental collaboration.

RECOGNITION AS AN EMPLOYER

For the fifth consecutive year, ASI Reisen received the Kununu Top Company Award – a distinction awarded to only around 5% of companies on the platform, based on reviews from employees and applicants. Key strengths highlighted include working atmosphere, work-life balance, team cohesion, and leadership quality.

Our Employee Net Promoter Score (eNPS) rose from 52 in 2024 to 54 in 2025 – a continued positive trend that reflects the confidence our team has in ASI Reisen as a place to work and grow.

LOYALTY AND CONTINUITY

ASI Reisen is proud of a team culture that people choose to stay in. A significant number of colleagues have been with the company for over a decade – a testament to the sense of belonging and purpose that defines our organisation.

Quarterly ASI Nestwarming



PROFESSIONAL DEVELOPMENT & GLOBAL
LEARNING EXPERIENCES IN 2025

In 2025, we continued to strengthen our professional development programme - an initiative designed to empower our team with meaningful learning opportunities that go far beyond traditional training formats.

Employees once again had access to dedicated time for learning and development, including the opportunity to join an ASI Original trip. These immersive field experiences allow team members to get close to our product, test routes, meet local partners, and understand firsthand the essence of our travel philosophy.

This year, 39 employees travelled the world as part of their development - from exploring volcanic landscapes in Iceland and engaging with community projects in South Africa, to hiking in Nepal, discovering cultural routes in China, and gaining new perspectives on our trips in Ireland. Many more destinations followed, each offering unique insights and strengthening the bond between our team and the journeys we create for our guests. Each ASI Original continues to be supported by a dedicated budget and allocated time, ensuring participants can fully immerse themselves in the experience.

In addition to these global learning experiences, all employees received five additional days for professional development, which many used to participate in targeted trainings such as AI in Content and Introduction to AI & Marketing, Conflict and Mental Coaching, Effective Procurement, and a dedicated Leadership Training for ASI managers.

By investing in diverse and flexible learning opportunities - and by encouraging our employees to literally broaden their horizons - we reinforce both individual potential and the shared expertise that drives the long-term success and sustainability of ASI Reisen and WeDesignTrips.

ASI GUIDES IN 2025

In 2025, a total of 226 guides worked for ASI Reisen — 89 women and 137 men. The quality of our guiding team is reflected directly in how guests experience our trips. As part of our guest feedback process, we ask travellers to rate their guide specifically on how well they understand sustainability topics and actively weave them into the journey — through their explanations, stories and the moments they create along the way. Guides are rated on a scale from 1 (very good) to 5 (not sufficient), and in 2025 our guides achieved an average rating of 1.3, matching the strong result from 2024.

Our Guide Net Promoter Score (GNPS) continued to rise as well, from 70 in 2024 to 74 in 2025. The GNPS is based on our annual guide survey, in which we ask our guides directly: would you recommend ASI as an employer? The score reflects the share of guides who would actively recommend working with us, minus those who would not. Because we ask the same question every year, the GNPS gives us a consistent and comparable measure of how our guides feel about being part of the ASI team — and a score of 74, rising year on year, tells us that trust and satisfaction within our guiding community remain strong.

ASI GUIDE SUMMIT

Our annual Guide Event took place on 17–18 January 2025 and brought together around 90 ASI Guides along with 10 colleagues from Product Development and Guide Coordination. The two-day gathering focused on professional inputs, sustainability topics, shared learning and active exchange between guides and ASI staff. The programme included expert sessions, workshops, opportunities for networking, and a joint review of the past season combined with a forward-looking outlook. The event once again strengthened collaboration and ensured a shared understanding of quality, responsibility and guest experience across all ASI Originals.





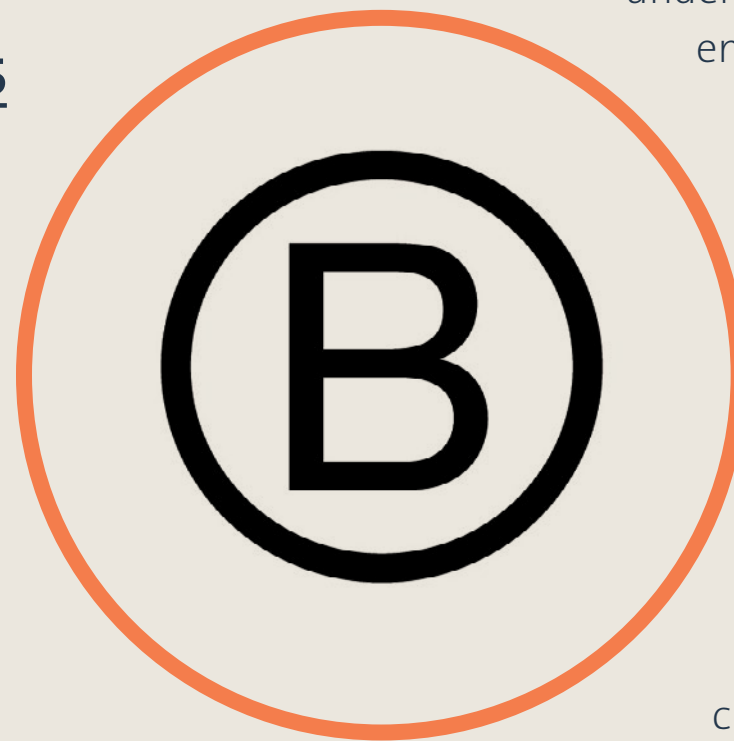
OUR SUSTAINABILITY CERTIFICATIONS

Our Sustainability Certifications

B CORP & TRAVELIFE RECERTIFICATION IN 2025

In 2025, ASI Reisen and our subsidiary WeDesignTrips successfully achieved recertification under two of the most rigorous sustainability frameworks in the industry: B Corp and Travelife for Tour Operators. These recertifications are not formalities – they are independent, evidence-based validations of our environmental, social, and governance performance across the entire organisation.

ASI Reisen has been a Certified B Corporation since September 2022, becoming the first travel company in the DACH region to reach this milestone. Since February 2023, we have also held Travelife Certified status – the highest level within the Travelife programme for tour operators. Maintaining both certifications year after year reflects our belief that high standards are not only necessary, but absolutely achievable.



WHAT OUR B CORP CERTIFICATION MEANS

B Corp Certification, awarded by B Lab, evaluates companies holistically across five impact areas: governance, workers, community, environment, and customers. To qualify, companies must score at least 80 points in the B Impact Assessment and undergo rigorous verification every three years – with strong emphasis on transparency, accountability, and stakeholder governance.

In 2025, we achieved an overall score of 80.4, exceeding the minimum threshold and performing well above the average score of 50.9 for comparable businesses. We are proud, but we see clear room for improvement. Our results reflect balanced performance across all areas:

- Governance (10.4 pts): strong focus on mission, transparency, and responsible business practices
- Workers (31.1 pts): commitment to employee wellbeing, development, and engagement
- Community (21.6 pts): positive local economic impact, responsible sourcing, and active stakeholder engagement
- Environment (14.9 pts): ongoing efforts to manage and reduce our impact on climate, land, water, and biodiversity
- Customers (2.3 pts): responsible approach to product quality, communication, and customer feedback
- [ASI Reisen B Corp Profil](#) ↗

WHAT OUR TRAVELIFE CERTIFICATION MEANS

Travelife is an internationally recognised certification system specifically designed for the travel and tourism sector, aligned with leading global frameworks including the GSTC Criteria, ISO 14001, ISO 26000, and OECD Guidelines. Achieving and maintaining Travelife Certified status means meeting over 200 sustainability criteria – covering responsible office operations, product development, supply chain management, and destination impact. It also involves independent audits assessing labour conditions, human rights, biodiversity, and fair business practices.

Through Travelife, we ensure that sustainability is embedded not just within our own organisation, but across our entire value chain – including close collaboration with our local partners.



WHY BOTH CERTIFICATIONS MATTER

Together, B Corp and Travelife provide a comprehensive, externally verified framework that covers our organisation from the inside out:

- B Corp evaluates our company as a whole – our governance, our people, our impact on communities and the environment.
- Travelife assesses our tour operator practices specifically – supply chain, product design, and destination-level outcomes.

Holding both certifications ensures we remain transparent, accountable, and systematically improving. We also lead by example: by going through these demanding processes ourselves, we demonstrate to our partners and the wider industry that responsible tourism is not aspirational – it is operational.

Both certifications confirm what we believe: sustainability is not a one-off achievement, but an ongoing journey. They give us clear benchmarks, practical guidance, and the external scrutiny that keeps us honest – and moving forward.



*»Those who travel
with ASI meet people
as equals and help
protect nature and
local communities.«*

Ambros Gasser

OUR PRODUCT



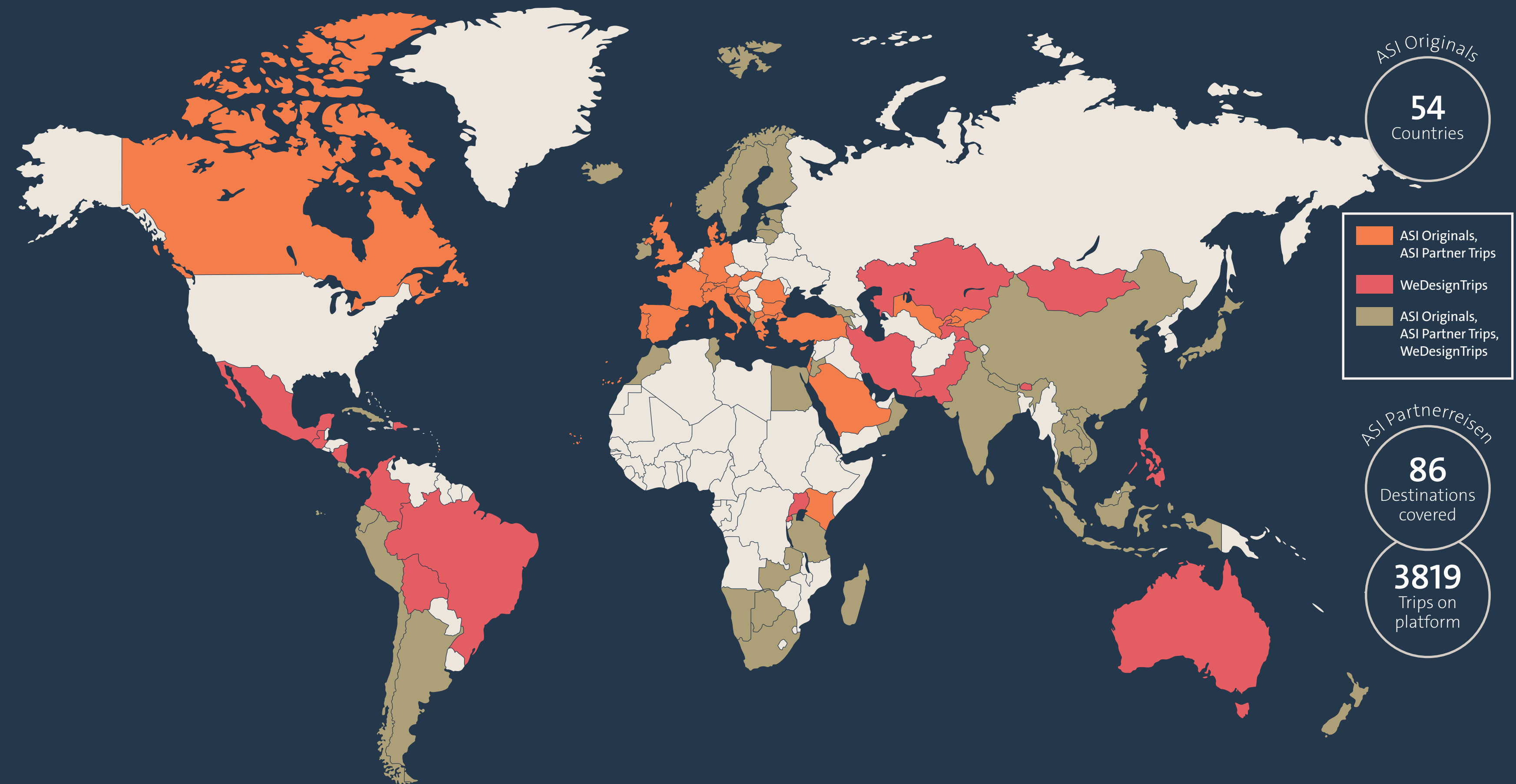
Travel Portfolio and Market Trends in 2025

In 2025, ASI Reisen expanded its programme with 30 new ASI Original trips, bringing the total portfolio to 397 trips across three regions: 148 in the Alps, 140 across Europe, and 109 long-haul destinations.

Demand trends reflected a broader shift in traveller expectations – towards more experience-focused, route-based journeys. In the long-haul segment, interest continued to grow in destinations that offer authentic cultural depth and off-the-beaten-path experiences. Within Europe, individual long-distance hiking routes gained further momentum, while classic Alpine crossings remained a strong and consistent draw for both group and individual travellers.

Rising costs presented a notable challenge in 2025, particularly in the flight sector, where prices for European routes in some cases reached levels comparable to long-haul travel. This dynamic influenced booking behaviour across several markets and remains a factor we are closely monitoring.

Guest satisfaction remained strong. The Net Promoter Score for ASI Originals reached 70, with regional scores of 73 for the Alps, 68 for Europe, and 61 for long-haul travel.



ASI Marketplace

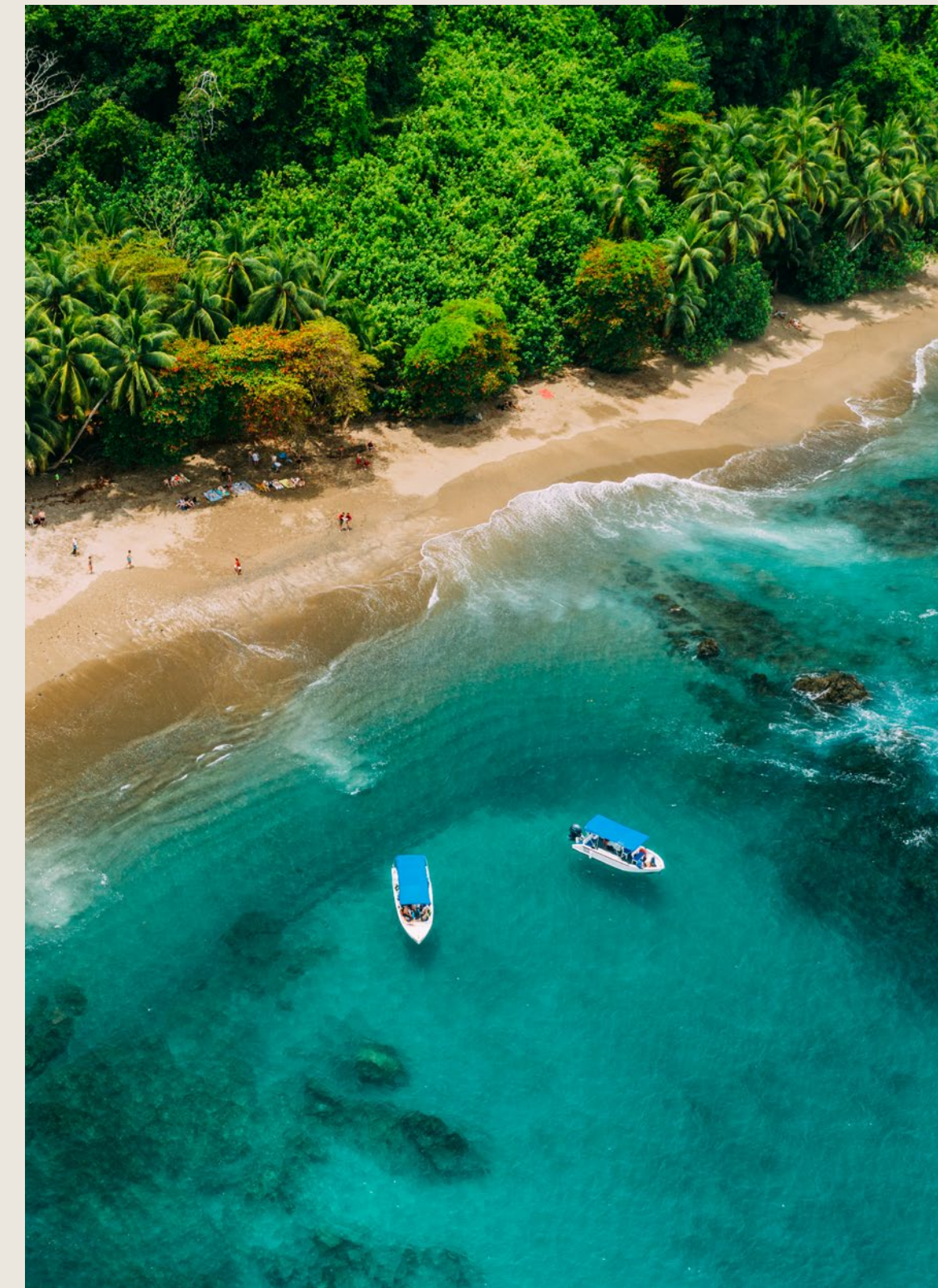


Strong Partnerships

We are the leading platform for active and adventure travel in over 80 countries worldwide. ASI Partner Trips are ready-made itineraries developed in collaboration with carefully selected partner agencies. Since March 2022, these partnerships have enabled us to expand our portfolio with a diverse range of travel experiences that complement our in-house ASI Originals. In 2025, ASI Reisen continued to see strong demand across its core destinations. The most popular countries among our travellers were Italy, Portugal, Germany, Spain, and Austria. These figures reflect both the enduring appeal of Southern Europe and the growing interest in closer-to-home travel experiences.



WeDesignTrips



Tailor-Made Traveling

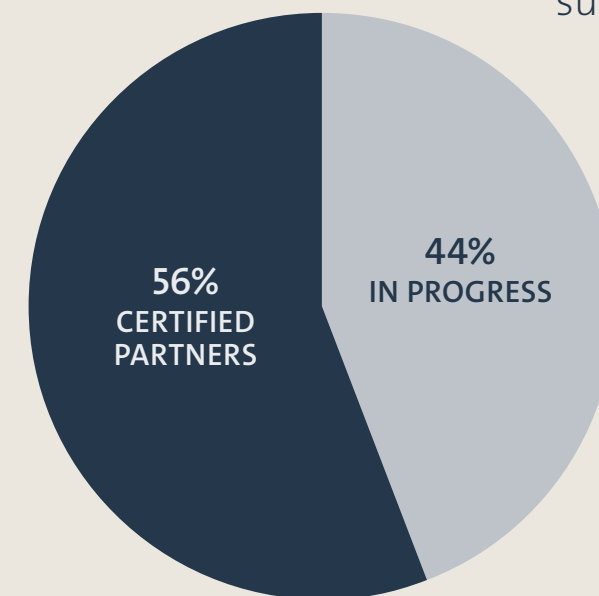
As a subsidiary of ASI Reisen, WeDesignTrips specialises in tailor-made travel, collaborating closely with local experts to create authentic and immersive experiences. Each itinerary is designed to highlight the unique culture, nature and heritage of the respective destination.

WeDesignTrips also continues to strengthen its partner network with a clear focus on sustainability and long-term collaboration.



Our Sustainability Strategy for our Marketplace

In 2025, ASI Reisen further strengthened its sustainability strategy by aligning its distribution platform Marketplace exclusively with partners holding recognised sustainability certification. As part of this transition, partners without certification were gradually phased out, leading to a temporary reduction in available travel offers and a 30.8% decrease in the partner network.



This approach underscores ASI Reisen's commitment to embedding environmental, social and economic responsibility across the entire value chain, while increasing transparency for customers and advancing more responsible travel. At the same time, partners in the certification process remain eligible to collaborate with ASI Reisen by signing a letter of intent and committing to complete certification within 12 months, supported by guidance and practical insights provided by the company. By the end of 2025, 56% of partners were fully certified, with a further 44% actively progressing towards certification, reflecting steady progress in building a fully certified and future-oriented partner network.

At WeDesignTrips 56 partners are actively engaged, of which 29 are already fully certified. A further 27 partners are currently in the certification process, all of whom have signed a letter of intent and committed to completing certification. This approach ensures that all partners are aligned with WeDesignTrips' sustainability standards while actively supporting them on their journey towards full certification.



SUSTAINABILITY STRATEGY



Raising the Bar for Responsible Tourism

In 2025, sustainability remained a core strategic priority for both ASI Reisen and WeDesignTrips, guiding decisions across all business areas and reinforcing our commitment to responsible tourism.

Building on our established framework, we continued to focus on three key pillars: reducing environmental impact, maximising local value creation, and ensuring transparency through open dialogue with partners, guests and stakeholders. These principles underpin our operations and support us in continuously improving our overall impact across the value chain.

A major milestone in 2025 was the full implementation of our strategy to work exclusively with certified partners across the ASI Reisen distribution platform. This transition represents a significant step towards embedding sustainability more deeply into our business model. By aligning our portfolio with recognised sustainability standards, we ensure that our products consistently meet clearly defined environmental and social criteria. While this process led to a reduction in the number of partners and available

offers in the short term, it strengthens the quality and integrity of our portfolio and enhances transparency for our customers.

At the same time, we continue to actively support partners in their certification journey. Partners who are in the process of obtaining certification remain part of our network by signing a letter of intent and committing to complete the certification within 12 months. Through this approach, we combine clear requirements with targeted support, including guidance, knowledge sharing and practical insights, enabling partners to progressively align with our sustainability standards. By the end of 2025, a clear majority of our partners were either fully certified or actively working towards certification, demonstrating strong momentum in building a responsible and future-oriented partner network.

WEDESIGNTRIPS

For WeDesignTrips, sustainability is closely linked to its focus on tailor-made travel and collaboration with local experts. The brand continues to prioritise long-term partnerships that are rooted in local knowledge and strong community connections. This ensures that travel experiences remain authentic while also contributing directly to local economies and supporting sustainable development in the destinations.

Together, ASI Reisen and WeDesignTrips are steadily advancing towards a more sustainable future, embedding responsibility into every stage of the travel experience and continuously working to align growth with positive environmental and social impact.





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 SUSTAINABILITY & IMPACT 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.

Climate Impact & Carbon Emissions

As a signatory of the Glasgow Declaration, ASI Reisen follows a structured approach to climate responsibility: measure emissions, reduce them, and take responsibility for what remains. Tourism is an emissions-intensive industry, and honest, transparent reporting is the foundation for real improvement.

Our climate approach covers two levels: the emissions generated by our ASI Original trips, and those arising from our internal office operations. For Marketplace trips and WeDesignTrips itineraries, where we do not have direct access to all suppliers in the value chain, our primary lever is partner certification, which embeds environmental criteria – including emissions reduction – into our quality standards.

HOW WE MEASURE

For ASI Original trips, we use the Travel Footprint Tool by Hotel Resilient, a widely recognised carbon accounting solution in the tourism sector. It assesses emissions across travel to and within destinations, accommodation, and activities. We are transparent about its limitations: as a modelling tool, results vary in precision depending on data availability. Nevertheless, it provides a consistent and comparable basis for tracking progress over time.

For flight emissions, we apply the Radiative Forcing Index (RFI) – a factor of 2.7 for long-haul and 2.0 for short-haul flights

– to account for the additional climate impact of aviation at altitude, including contrails and nitrogen oxides.

For office operations, we use the Equipoise/SMECH Advanced Business Carbon Calculator, based on expense data and operational activities, covering business travel, commuting, energy use, paper consumption, and other relevant factors.

2025 EMISSIONS DATA

In 2025, average emissions per traveller across all ASI Original trips were 1,216 kg CO₂. The difference between trip types is significant: trips including flights averaged 2,296 kg CO₂ per traveller, compared to just 136 kg for trips without flights – underscoring the dominant role of air travel in overall emissions.

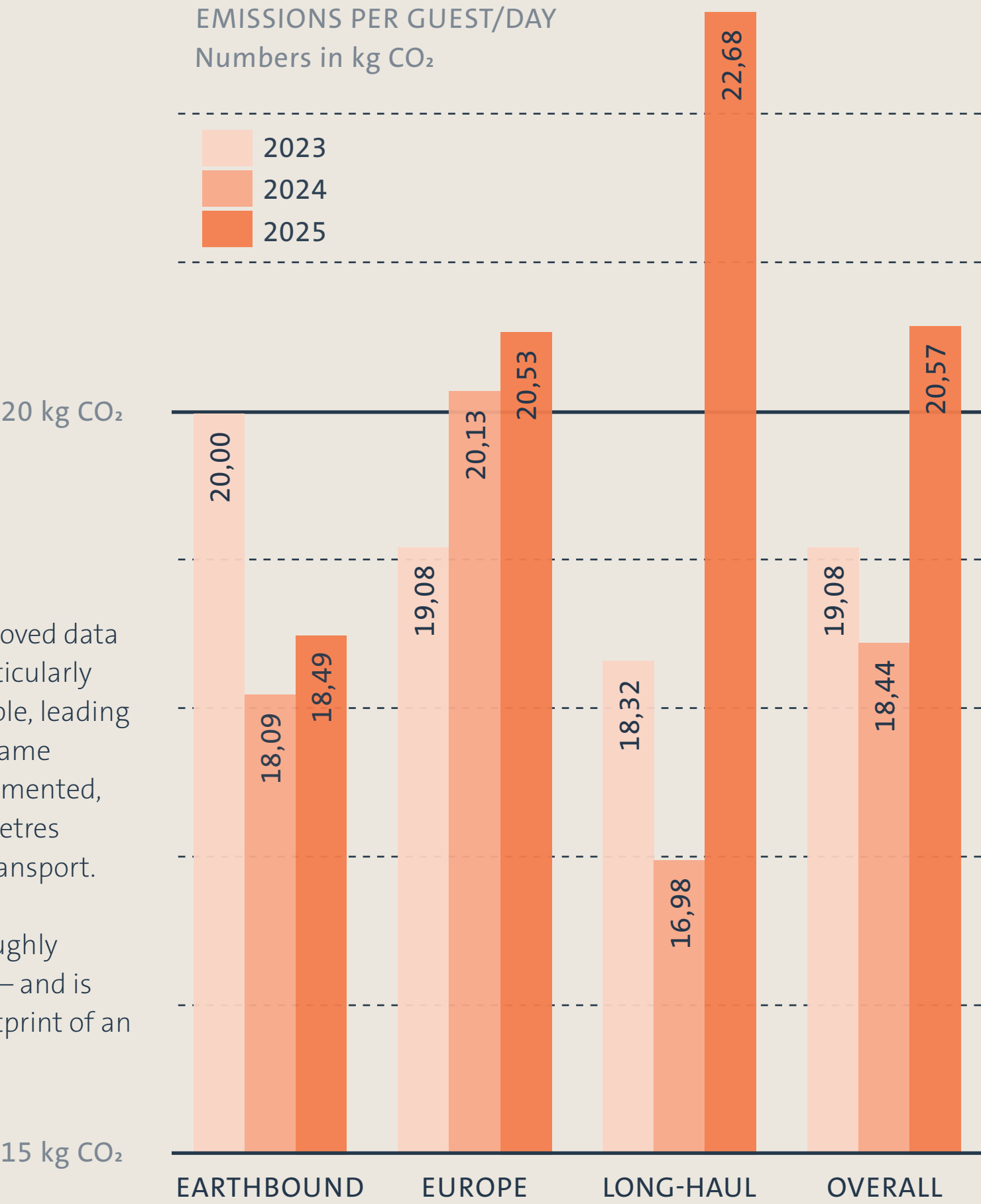
Looking at on-the-ground emissions only (excluding flights), the average was 20.56 kg CO₂ per person per day, compared to 18.44 kg in 2024. Breaking this down by segment:

- **EARTHBOUND TRIPS** (no flights, primarily public transport): 18.49 kg CO₂ per person per day – an increase of 2% vs. 2024
- **EUROPEAN TRIPS**: 20.53 kg per person per day – an increase of 2% vs. 2024
- **LONG-HAUL TRIPS**: 22.68 kg per person per day – an increase of 34% vs. 2024

The overall increase is largely attributable to improved data quality: more precise and granular information, particularly from accommodation providers, has become available, leading to more accurate – though higher – figures. At the same time, concrete reduction measures have been implemented, including replacing domestic flights, reducing kilometres travelled per day, and increasing the use of public transport.

For context: 20.56 kg CO₂ per person per day is roughly equivalent to driving a petrol car for around 130 km – and is broadly comparable to the average daily carbon footprint of an individual in Europe.

EMISSIONS PER GUEST/DAY
Numbers in kg CO₂



Reduce

At ASI Reisen, reducing emissions remains a top priority. Our two main levers within ASI Originals are product optimisation and stakeholder engagement.

HOW WE REDUCE

Reducing emissions remains a top priority. Our two main levers within ASI Originals are product optimisation and stakeholder engagement.

- **PRODUCT OPTIMISATION**: We continuously assess the emissions of our ASI Original trips and use this data to inform product decisions. Our Product Guidelines define clear criteria for partner selection, promote public transportation, and actively minimise internal flights in favour of lower-emission alternatives. Traveller feedback is integrated into this process, helping us refine our approach without compromising the quality of the experience.
- **STAKEHOLDER ENGAGEMENT**: A significant share of emissions in our value chain falls outside our direct control – particularly across accommodation, transport, and supplier operations. We address this through ongoing dialogue with partners, sharing knowledge and encouraging responsible management practices. For WeDesignTrips and Marketplace trips, supporting partners through sustainability certification ensures that emissions reduction remains a core requirement across all business models.

Our updated Climate Action Plan is currently in development and will be published shortly. Our direction is clear: measure, reduce, and take responsibility – deepening value chain engagement and advancing our portfolio and communication strategies over time.



CLIMATE INVESTMENT

Reducing emissions is our primary goal. However, some emissions remain unavoidable given the nature of travel. To take responsibility for these, we invest in high-quality climate projects through our longstanding partnership with First Climate.

In fiscal year 2025, we supported two Gold Standard certified projects. The Teesta IV run-of-river hydropower project in West Bengal, India generates approximately 720 GWh of clean energy annually, reducing fossil fuel dependency while contributing to local employment and improved air quality.

We also supported the Safe Water Programme by Impact Water, which provides low-emission water purification systems to schools across Sub-Saharan Africa. By eliminating the need to boil water using solid fuels, the programme avoids significant greenhouse gas emissions while ensuring safe drinking water for students, preventing waterborne disease, and improving sanitary conditions. To date, more than 60,000 schools and over 24 million students have been reached, with long-term maintenance built in to ensure lasting impact.

GUEST PERCEPTION OF SUSTAINABILITY

As part of our post-trip surveys, we ask travellers to rate how sustainable they perceived their experience to be. These insights inform our ongoing sustainability work, helping us identify strengths and areas for further development across our product portfolio.

LOOKING AHEAD

We see further potential in expanding our environmental impact assessment beyond carbon – into areas such as biodiversity, water use, and land use. Developing these perspectives will help us deepen our sustainability strategy and strengthen our overall environmental performance in the years ahead.

Local Added Value

Travel is about more than visiting new destinations – it is about meaningful connections, cultural exchange, and experiences that bring travellers closer to the people, traditions, and natural environments of each place.

WHY IT MATTERS

Travel is about more than visiting new destinations – it is about meaningful connections, cultural exchange, and experiences that bring travellers closer to the people, traditions, and natural environments of each place. Tourism has the potential to generate significant local value, not only through economic contribution but also by supporting cultural preservation and community development.

At ASI Reisen and WeDesignTrips, we are committed to ensuring that tourism creates positive outcomes for both travellers and the communities they visit. A key expression of this commitment is the measurement and transparent communication of local value added – the share of a trip's price that remains within the destination and directly benefits local businesses and communities

We acknowledge that there is no industry-wide standard for calculating local value added, and the process remains partly manual and complex. External factors such as fluctuating flight prices can also influence results and limit year-on-year comparability. Nevertheless, we believe transparency on this metric is essential – and our commitment to publishing it openly reflects our broader ambition to advance responsible tourism.

HOW WE CALCULATE ITT

Our local value added is calculated using data from our internal trip planning tool, where product managers log the costs of all trip components. For each ASI Original trip, we categorise costs into five areas: local value added, flights, taxes and operational costs, margin, and international services where applicable. Flights are excluded from the calculation in all cases, as airlines vary and are not considered local suppliers. Costs attributed to internationally owned or operated services are similarly separated out. This gives us a consistent, comparable figure across all ASI Original trips, reflecting the share of the trip price that genuinely stays within the destination.

2025 RESULTS

In 2025, our average local value added across ASI Original trips reached 53%, against a target of 55% for 2026. This marks a decrease compared to 58% in 2024, primarily driven by higher flight costs, which – while excluded from the local value added calculation itself – increase the overall trip price and therefore reduce the relative share attributed to local spend. The on-the-ground economic contribution to destinations remained largely stable. The difference between trip types is significant:

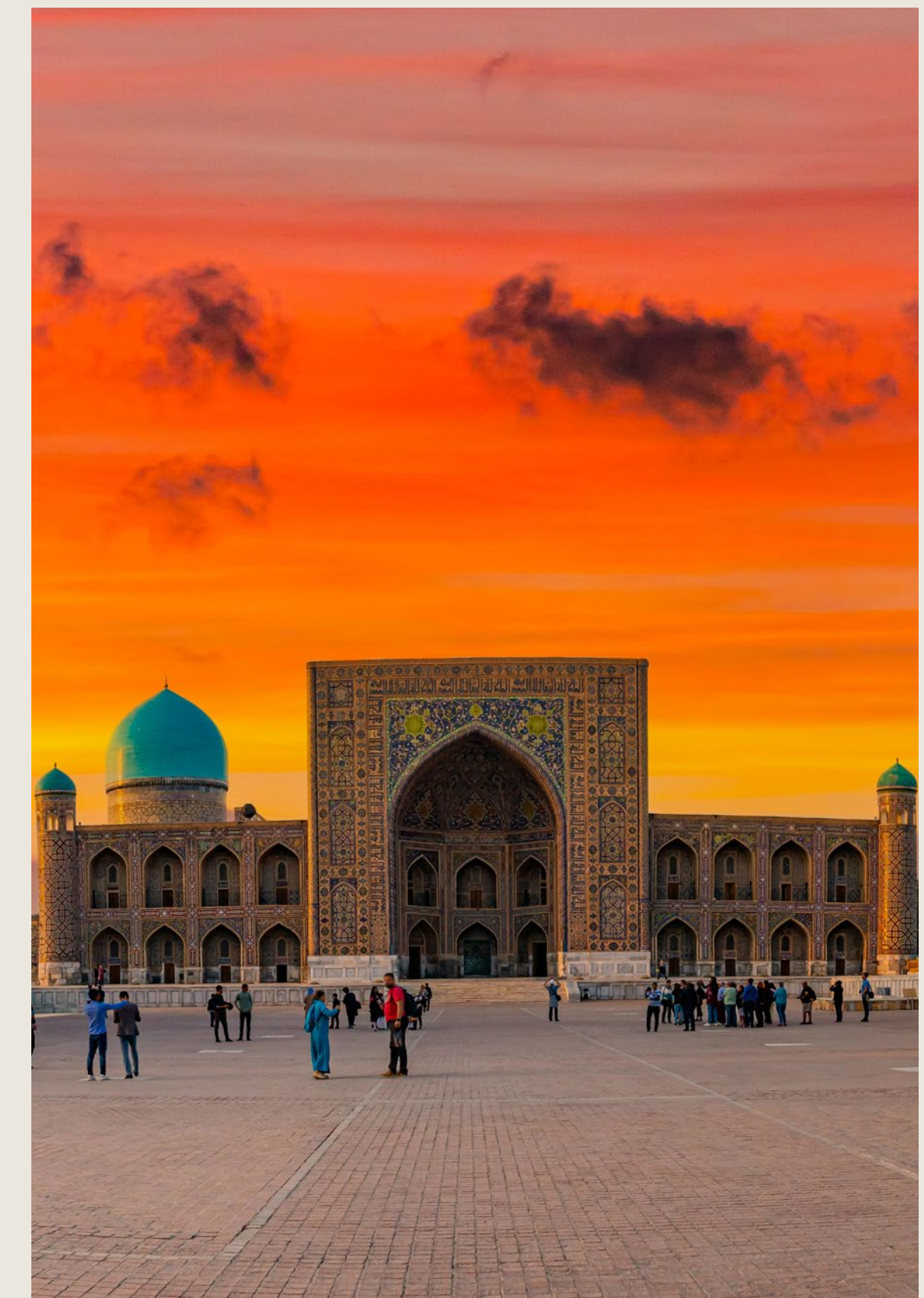
- **EARTHBOUND TRIPS**: 68% local value added – around two thirds of the trip cost stays within the destination
- **EUROPEAN AND LONG-HAUL TRIPS**: 49% on average, reflecting the proportionally higher share of flight costs in total trip price

HOW WE MAXIMISE LOCAL VALUE

Maximising local value added is embedded in how we design our products from the outset. For ASI Originals, this means actively prioritising locally owned businesses – particularly small and family-run enterprises – so that tourism revenue flows directly into local economies. Our Code of Conduct and internal sustainability guidelines for product management provide a clear framework to embed these principles throughout trip development and evaluation.

For WeDesignTrips, local expertise is central to the model. By working closely with local travel agencies, we ensure guests benefit from authentic experiences, in-depth local knowledge, and a genuine connection to the culture and people of each destination.

For both WeDesignTrips and ASI Partner Trips, supporting partners towards sustainability certification is a key driver of stronger local value creation. Certified partners are required to meet high standards that frequently include fair wages, responsible sourcing, and the prioritisation of local suppliers – strengthening value retention within destinations across our entire portfolio.



ASI Donation Platform

Giving Back & Social Impact

Building on our commitment to creating positive impact beyond travel, the ASI Donation Platform continues to play an important role within ASI Reisen. In cooperation with Betterplace, Germany's largest donation platform, we provide our guests with the opportunity to support carefully selected social and environmental projects. ASI Reisen covers all transaction costs, ensuring that 100% of donations go directly to the respective initiatives.

Our project selection focuses on long-term partnerships in areas such as education, conservation, health, awareness-building and infrastructure development. Wherever possible, we aim to connect projects to the destinations our guests have visited, creating a deeper connection and a more meaningful travel experience. If no suitable local project is available, we support initiatives that address urgent global challenges. The ASI Donation Platform is integrated throughout the customer journey, with guests receiving information at key touchpoints before, during and after their trip. This includes a follow-up message after returning home with a direct link to a relevant project, ideally located in the destination they visited.

While the platform has successfully generated financial support, we continue to work on increasing guest engagement.

Strengthening the emotional connection between travellers and donation projects remains a key focus, and we are continuously refining our communication and integration within the customer journey to maximise impact. In addition to the platform, we actively integrate social initiatives into selected trips through direct collaborations with local projects. These on-site visits enable guests to engage personally with local communities, fostering awareness while providing additional visibility and support for the initiatives. In 2025 65 guests donated 7,005.00 EUR to 28 projects. Guest donation engagement remains below our ambition; and we are improving our strategy.



GIVE BACK WEEK

A highlight in 2025 was our **“Give Back Week”** [↗](#), where we intentionally moved away from the traditional Black Friday discount approach. Instead, 50% of all revenue generated on Black Friday was donated directly to a social project in South Africa. Thanks to the participation of our guests, a total of 16,123 EUR was raised for Mama Sindi's soup kitchen in the township of Imizamo Yethu in Cape Town. In collaboration with our local partner HIT – Help In Time, the funds have already **contributed to meaningful progress** [↗](#): the soup kitchen has been fully renovated, equipped with new kitchen facilities and restored to full operation, ensuring that children from low-income families continue to receive daily warm meals.

Another key element of the project is the development of a new childcare facility, which is currently being expanded with further improvements planned. Early construction progress has already enabled children to begin using the space, bringing new life and activity to the project. Future plans include the installation of a solar system to increase energy independence, the addition of a covered outdoor area to provide protected space, and further development of the surrounding grounds to create safe and engaging play areas for children. Through these initiatives, we continue to strengthen our commitment to

generating meaningful, long-term social impact alongside our travel experiences.

A message from Imizamo Yethu: “We are so grateful for your generous donation, which is of great help in everything we are building together with Mama Sindi. It is wonderful to see what we have been able to achieve so far for the children in the Imizamo Yethu township.”



Fostering Dialogue and Transparency

Collaboration is a cornerstone of our sustainability approach. At ASI Reisen and WeDesignTrips, we recognise that all stakeholders involved in delivering our travel experiences - local partners, guides and guests alike - play an active role in shaping more sustainable tourism. Through meaningful engagement and a shared sense of responsibility, we aim to create lasting positive impact across all destinations.

We further strengthened this approach by introducing enhanced internal guidelines, expanding our communication activities, and increasing efforts to raise awareness of sustainability among our stakeholders. Regular workshops and ongoing dialogue with our guides and partners remain central to our work, creating space to reflect, exchange ideas and further develop key sustainability topics. In addition, guest feedback continues to play an important role in driving continuous improvement, helping us identify opportunities, validate our progress and ensure that sustainability is embedded throughout the entire travel experience.

In 2025, ASI Reisen developed and published two new key policies - on child protection and wildlife conservation - both of which were shared with partners and made publicly available.

These policies are now firmly embedded in our product development and decision-making processes, ensuring that all travel experiences align with our ethical and sustainability standards.

THE CHILD PROTECTION POLICY

The Child Protection Policy is guided by internationally recognised frameworks such as the UN Convention on the Rights of the Child, ECPAT, and the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. It establishes a clear zero-tolerance approach to any form of exploitation, abuse or inappropriate interaction with children.

As a result, ASI Reisen does not offer visits to kindergartens, schools, orphanages or similar institutions, and explicitly rejects any form of voluntourism involving direct interaction with children. Interactions with children are only permitted within carefully managed and professionally supervised social projects. The policy also includes strict guidelines on donations, photography, guest and partner behaviour, and the reporting of any suspected cases of child endangerment, ensuring that the safety and well-being of children is always prioritised.

THE WILDLIFE POLICY

The Wildlife Policy is based on the internationally recognised Five Freedoms of animal welfare and reflects our commitment to ensuring that animals are neither exploited nor disturbed for tourism purposes. ASI Reisen does not include visits to zoos, animal parks or entertainment facilities involving animals, nor do we allow direct interaction with wild animals.

Wildlife encounters are only promoted in natural environments, under controlled and non-invasive conditions, and always with the guidance of experienced professionals. We emphasise maintaining appropriate distances, respecting natural habitats, and avoiding any behaviour that may cause stress or disruption to animals. The policy also sets clear guidelines for activities such as safaris and whale watching, as well as strict rules regarding photography, souvenirs and conduct in protected areas.

INNSBRUCK NATURE FILM FESTIVAL

A symbol of our long-term collaboration between ASI Reisen and the Innsbruck Nature Film Festival, this partnership - first launched in 2023 - continues to reflect our shared commitment to a more sustainable future through open dialogue and transparent communication.

ABOUT THE INNSBRUCK NATURE FILM FESTIVAL (INFF)

The inff is a renowned cultural highlight in Innsbruck and the wider Tyrol region, dedicated to nature and environmental themes. By combining cinematic storytelling with topics such as ecology, conservation, and sustainability, the festival creates a unique platform that inspires reflection and dialogue.

On 7 October 2025, in cooperation with the Innsbruck Nature Film Festival, we hosted an exclusive preview screening at Kino Metropol in Innsbruck of the documentary “Kenya: Giraffes as Ambassadors of Peace” by Therese Engels. The film explores how nature conservation can act as a unifying force between different communities - offering new perspectives, particularly in regions affected by conflict. Following the screening, an open discussion took place with the filmmaker, who shared insights into the making of the documentary and the challenges and opportunities involved in such projects. The conversation created space for thoughtful questions and personal reflections, encouraging the audience to think more deeply about the role of conservation in fostering social connection.



B CORP SOCIAL

In April 2025, we took part in the B Corp Social in Innsbruck, where we spoke about the B Corp movement, the new standards, and what B Corp looks like in practice. The event brought together like-minded organisations to exchange insights and reflect on how certification translates into real-world impact.

MCI SUSTAINABILITY WEEK

In May 2025, we supported and sponsored the third MCI Sustainability Week at MCI | The Entrepreneurial School in Innsbruck, which brought together around 650 participants under the shared theme of sustainability. Taking place from 19 to 23 May 2025, the week offered a diverse programme exploring the environmental, social, and economic dimensions of sustainable development, always in the context of the UN Sustainable Development Goals (SDGs).



Feedback Collection

FEEDBACK AS A DRIVER OF IMPROVEMENT

At ASI Reisen and WeDesign-Trips, feedback remains a central pillar of our continuous improvement approach. We actively engage with our key stakeholders - guests, guides, employees, and partners - to gather meaningful insights into their experiences and perspectives. This enables us to identify strengths, address challenges, and further align our products and operations with our values and sustainability commitments.

GUEST FEEDBACK

Following each trip, guests are invited to complete a feedback survey. For ASI Reisen trips, this includes targeted questions evaluating the sustainability of the experience, such as transportation choices, waste management at accommodations, local sourcing practices, and the communication of sustainability topics by our guides. For WeDesignTrips, guest feedback focuses on the perceived sustainability of the overall experience and invites suggestions for further improvement. This continuous feedback loop allows us to assess how our sustainability efforts are experienced by our guests and where further action is required.

GUIDES FEEDBACK

After each ASI Original trip, guides are asked to complete a detailed trip report, including a dedicated section on sustainability-related observations. Their on-the-ground perspective provides valuable insights into both the guest experience and the local context. These reports are reviewed by our product and operations teams to determine whether follow-up actions are needed. While this tool provides important potential for feedback, we recognize that the level of detail and frequency of input can vary. Strengthening and standardizing this process remains an ongoing priority.

EMPLOYEES FEEDBACK

Employees at ASI Reisen continue to have the opportunity to participate in one ASI Original trip per year. With their strong understanding of our sustainability strategy and values, they provide highly informed perspectives and often identify opportunities for improvement that may otherwise go unnoticed. Building on the processes introduced in previous years, employees continue to align closely with our content and product teams prior to travel, and upon return, provide structured feedback - particularly on sustainability aspects - which directly informs product development and internal decision-making.

PARTNER AND SUPPLIER DIALOGUE

We maintain regular and transparent communication with our partners and suppliers as part of our commitment to responsible business practices. Their feedback and insights help us strengthen collaboration, improve operational processes, and address challenges proactively. These ongoing dialogues are essential to fostering long-term, values-driven partnerships across our value chain and to jointly advancing sustainability in tourism.

A LOOK INTO THE FUTURE



Preparing for What's Ahead

As we look toward the coming years, one thing is certain: the world around us continues to evolve rapidly. Geopolitical tensions, political and economic shifts, and the growing impacts of environmental change are shaping the global context in which travel operates. In such an environment, resilience comes from two things: staying committed to a long-term, sustainable strategy while remaining able to respond quickly when circumstances change.

A GROWING ADVENTURE TRAVEL MARKET

Adventure and active travel continue to gain momentum worldwide. More travellers are seeking authentic experiences in nature, meaningful cultural encounters, and journeys that leave a positive impact. At the same time, the sector is evolving quickly. Industry consolidation and the emergence of new players are increasing competition and raising expectations across the market.

In this environment, delivering excellent value for money remains essential. The rapid development of artificial intelligence is also transforming the way travellers discover, evaluate, and book trips - reshaping the entire marketing funnel. As digital ecosystems become more automated, the qualities that truly differentiate travel brands become even clearer: authenticity, trust, strong storytelling, and a vibrant community around shared values and experiences.

COMBINING LONG-TERM STRATEGY WITH AGILITY

In a fast-moving world, agility is key. New technologies, changing customer expectations, and evolving regulations require companies to remain adaptable and forward-looking. For us, this means continuously improving our product offering, strengthening partnerships, and investing in the capabilities needed to navigate change successfully.

At the same time, we remain firmly anchored in our long-term strategy. By combining strategic clarity with the ability to act quickly when needed, we can ensure that our decisions today contribute to sustainable growth tomorrow.

SUSTAINABILITY AS A CORE CONVICTION

Although sustainability may receive varying levels of political attention as global priorities shift, our commitment to responsible travel remains unwavering. For us, sustainability is not a trend - it is a long-term responsibility and an essential part of how we define quality in travel.

We will therefore continue to strengthen our Sustainability & Impact KPIs, expand our climate investment approach, and deepen collaboration with stakeholders and partners who share our vision. At the same time, we are exploring new ways to structure and scale our impact initiatives - including the possibility of creating a dedicated vehicle to bundle and guide our future impact investments.

MOVING FORWARD WITH CONFIDENCE

The years ahead will bring both change and opportunity. By staying close to our travellers, remaining open to innovation, and continuing to invest in responsible tourism, we are confident that we can help shape a future for travel that is more meaningful, more resilient, and more sustainable.



Imprint

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