

# BRIXEN



Sustainability and social responsibility are becoming increasingly important in the tourism sector. We, as tourism stakeholders, share responsibility with the local population for striking a balance between environmental, economic and social objectives. With this code, we are setting out common principles for responsible conduct in tourism.

It is aimed at all stakeholders in the tourism industry, in particular the hotel and hospitality sector, tourism regions, and other tourism service providers such as transport companies, cable car operators, etc., but also at all visitors to our destination itself.

The aim is to establish a common framework for dealing with staff, guests, the environment and society.

- 1** We respect one another, and through honest and open communication we build trust between ourselves and those around us. We treat guests, locals and partners as equals – openly, honestly and with the awareness that tourism always involves some disruption to established structures. We engage in open dialogue with our stakeholders and work together to find solutions.
- 2** We act transparently, ethically and in compliance with the law towards our internal and external stakeholders. We communicate clearly and honestly. We ensure that our decisions and developments are transparent and can be explained.
- 3** We are committed to ensuring equality and equal opportunities for our guests and staff, regardless of their background, age, gender, race, language, religion or political views, and we guarantee respect for human rights.
- 4** Sustainability is not an afterthought, but the very foundation of everything we do. We take a long-term view when making decisions – considering environmental, social and economic factors. We place sustainability at the heart of everything we do, and in doing so, we work together to minimise the negative impact of tourism on the natural world.
- 5** We carefully select our suppliers and, wherever possible, source our products from regional supply chains, thereby supporting the local economy. We are committed to transparency within our supply chains. We promote local supply chains, short transport routes and genuine collaboration. Value is created where the origin remains evident.
- 6** Tourism is a shared responsibility. We see ourselves as part of a wider community and act in the interests of everyone who shapes and sustains Brixen. We continue to develop without losing sight of our roots. For us, progress means questioning the status quo whilst preserving what sustains us.
- 7** Brixen is not a product, but a living environment that has evolved over time. We treat nature, the landscape and our resources with care – knowing that what we create today will form the basis for life and experience tomorrow. We focus on substance rather than quantity. Our offerings are created with high standards, depth and a sense of what truly matters – not for the sake of a quick fix.
- 8** Brixen remains Brixen. We don't spin artificial tales; instead, we bring to life what is already there – culture, craftsmanship, landscape and a way of life. We create spaces for authentic experiences – quiet, intense, and unifying. Experiences that linger, rather than being merely consumed.