



# **„OUR BAD HINDELANG 2030“**

—  
**OUR IDEA OF HOW GUESTS CAN  
FEEL LIKE LOCALS FOR A WHILE**

**Tourismmanager Maximilian Hillmeier**



**Bad Hindelang is a living space. For citizens on a permanent basis, for our guests on a temporary basis.**



# TOPICS FROM THE BRAND SURVEY

- » Supporting a strong community
- » Strengthening our family businesses and the regional economy
- » Nature- and socially friendly tourism
- » Strengthening our infrastructure and adapting to climate change
- » The reduction of traffic and parking congestion and its creation of new innovative mobility solutions
- » The aim of an energy self-sufficient community
- » Living space for locals
- » The reduction of vacancies

# **FUTURE WORKSHOP 8X8**

**citizens**

**agriculture &  
alpine farming**

**tourism**

**craft &  
retail**

**infrastructure**

**clubs &  
associations**

**young &  
old**

**visionaries**



# TOURISTIC TOP SERVICES

- » The strong integration between mountain agriculture, tourism and crafts
- » Our intact alpine cultural landscape and nature reserve „Allgäuer Hochalpen“
- » According to the **World Health Organisation WHO** Bad Hindelang is one of the places with the best air worldwide
- » Best family ski resort in the Bavarian Alps
- » Our leading product, the „Bad Hindelang PLUS-Card“



# NEW DESIGN DIRECTIVE





**BAD HINDELANG**

# „ECOLOGICAL MODEL BAD HINDELANG“

» All 60 mountain farmers in the "Hindelang - nature & culture" association manage their land in all six districts of our municipality in an extremely natural way. They don't use herbicides and pesticides or artificial fertilisers.





# INTANGIBLE CULTURAL HERITAGE „HIGH ALPINE FARMING“

- » Bad Hindelang has 46 alps and 56% of its overall space is alpine pasture – this is the highest proportion for a district in Germany
- » 80% of the Bad Hindelang municipal area is a landscape- or nature reserve





**HINDE  
LANG**  
BAD

**„YOUTH DECIDES“**





**„FOOD AND  
RURAL KNOWLEDGE“**

# LIVING LAB

- » Life raft for allergy sufferers
- » Bad Hindelang is one of the places with the best air in the world.
- » The positive effect of our green landscape on the regeneration of mental balance.
- » PollDi-App (Allergy and environment app: digital health guide)

**UNA**

Universität Augsburg  
Medizinische Fakultät



**BAD  
HINDE  
LANG**

**Environment and allergy:  
A digital health information  
service in the spa town of Bad  
Hindelang**

**Institute for Environmental Medicine and  
Integrative Health**

Prof. Dr. Claudia Traidl-Hoffmann



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LANG**  
BAD



# NATURE CONSERVATION IN THE ALLGÄU HIGH ALPS - INNOVATIVE VISITOR MANAGEMENT BETWEEN MOUNTAIN AND VALLEY



# EMMI-MOBIL

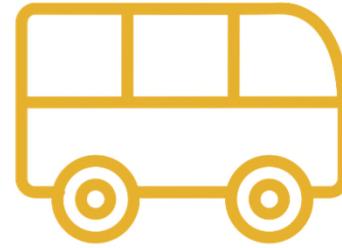
- » EMMI-MOBIL – emission-free, joined, individual – driven completely by demand- and route-optimized and closes the "last mile".
- » With countless possible stops, vacation guests and citizens are mobile from the front door with the EMMI-MOBIL app.
- » With the electronic Bad Hindelang guest or citizen card, both EMMI-MOBIL and public transport are free.



# inspiring.

Since its launch, EMMI-MOBIL has already saved over 180,000 car kilometres. That's twice around the world.

**Our guests are convinced!**



**Rides**

30.486



**Passengers**

72.354



**Ø-Waiting Time**

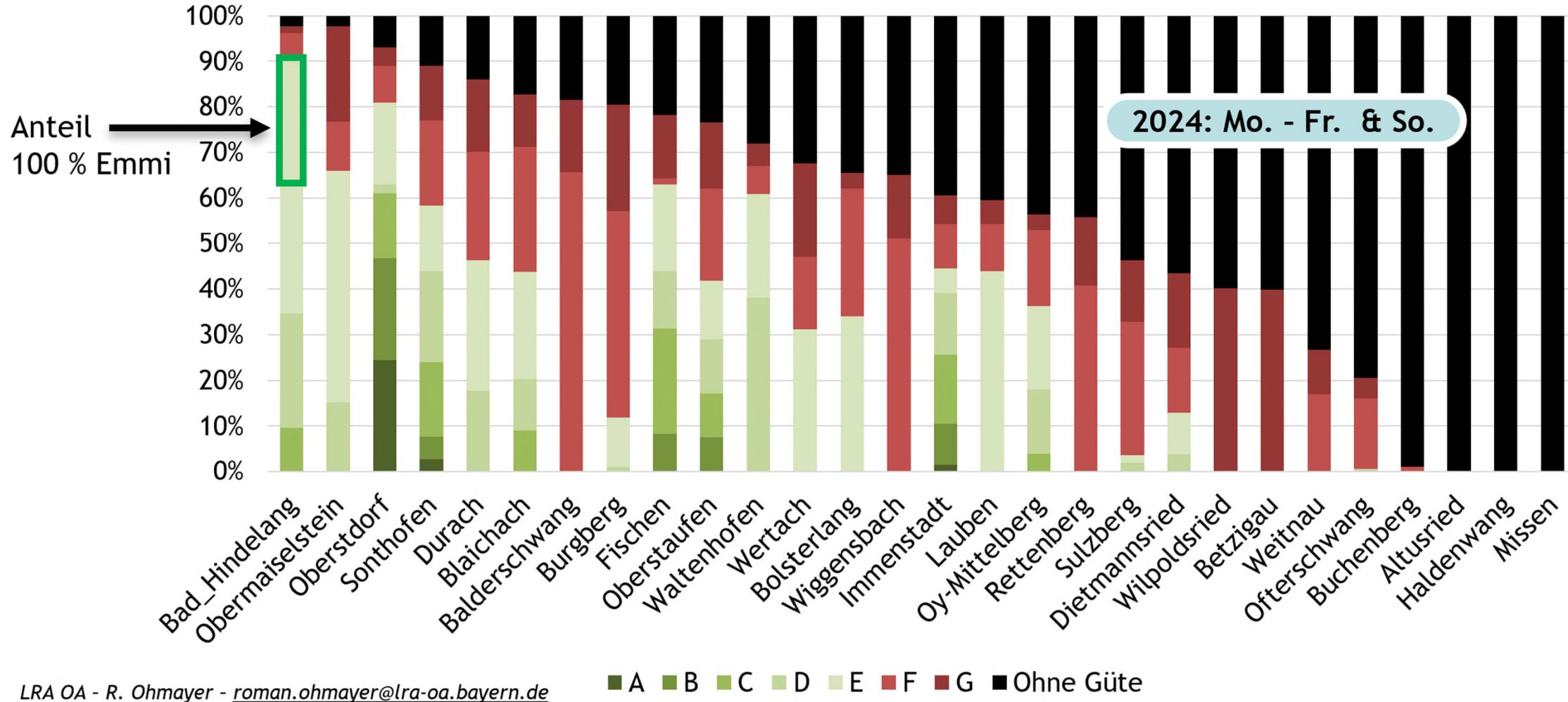
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**Rating**

4,9 von 5,0 Stars

# “90 PERCENT OF CITIZENS HAVE GOOD ACCESS TO PUBLIC TRANSPORT”



LRA OA - R. Ohmayer - [roman.ohmayer@lra-oa.bayern.de](mailto:roman.ohmayer@lra-oa.bayern.de)

# BAD HINDELANG PLUS-CARD

- » Launched in 2010 with 20 inclusive infrastructure services from the areas of cable cars, public transport, bathing and leisure.
- » Since 2020 there are 25 new free experience services from the areas of nature and culture, tradition, sports and culinary.
- » The experiences are an offer from people for people.

Entdecke die  
**Seele der  
Alpen**

[www.badhindelang.de](http://www.badhindelang.de)





HINDE  
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# FOREST ROPES COURSE

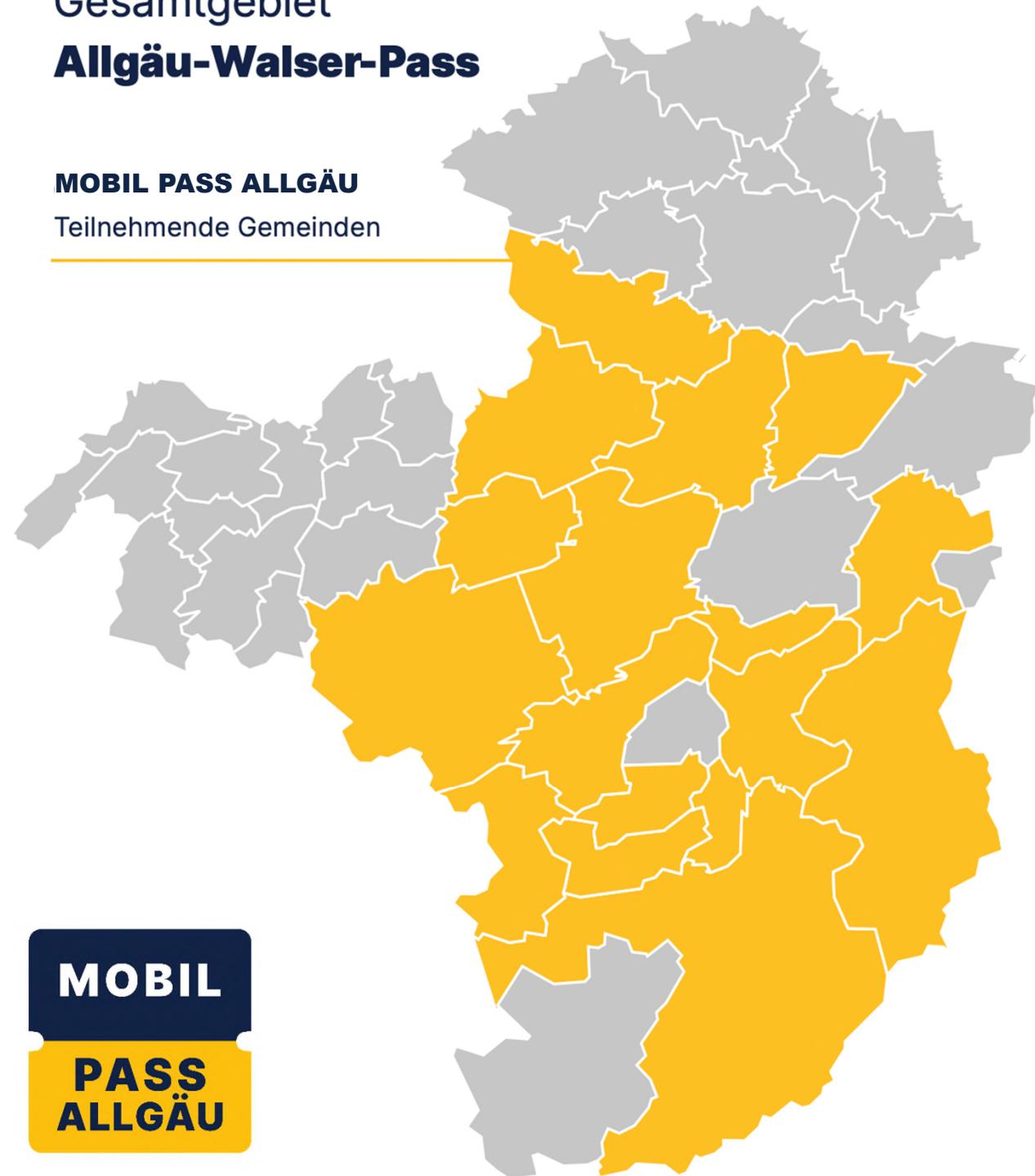


Gesamtgebiet

## Allgäu-Walser-Pass

### MOBIL PASS ALLGÄU

Teilnehmende Gemeinden



**MOBIL**

**PASS  
ALLGÄU**

# MOBIL PASS ALLGÄU

- » Making public transport more attractive for guests through easy access
- » Active contribution to the transport transition and climate protection
- » Public transport as a competitive factor for destinations
- » Consolidation of individual local solutions
- » 17 participating municipalities in the district of Oberallgäu
- » 1,5 Mio. guests per year using MOBIL PASS ALLGÄU
- » 8 Mio. overnight stays per year
- » Financed via solidarity contribution per night



# CLIMATE NEUTRAL MUNICIPALITY

- Climate neutrality by 2040
- 100 % of current electricity consumption from renewable energies
- Challenges: Reducing energy consumption and increasing renewable energy production
- An energy utilisation plan that has already been drawn up and a municipal heating plan show the current status and detailed potential
- All citizens and companies are needed to achieve this goal
- Regular information offers



HICARGOTT  
SCHÜTZ DEAN  
BEARG UND  
ISA HUIMAT

**DISCOVER THE SOUL OF  
THE ALPS**



**Markt Bad Hindelang / Bad Hindelang Tourismus**

Unterer Buigenweg 2 | D-87541 Bad Hindelang

**T** +49 (0) 8324 8920 | **F** +49 (0) 8324 89210

**E** [info@badhindelang.de](mailto:info@badhindelang.de) | [www.badhindelang.de](http://www.badhindelang.de)