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2025





Raise awareness on the mountain „Water – a valuable asset“

- Project Refill: since August 2019 on the Plose Mountain: first closed hiking area in the Alpine region that has eliminated the single-use plastic bottle and thus significantly reduced the consumption of water in plastic bottles.
- drinking water wells on the mountain were marked
- the „Refill“ campaign was communicated for better awareness
- **2020: new drinking water wells were constructed in Brixen and its surroundings**

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Plose Mountain - Future



Our vision as a goal

Brixen is an unmistakable, extravagant living space for enjoyable experiences and moments of longing.

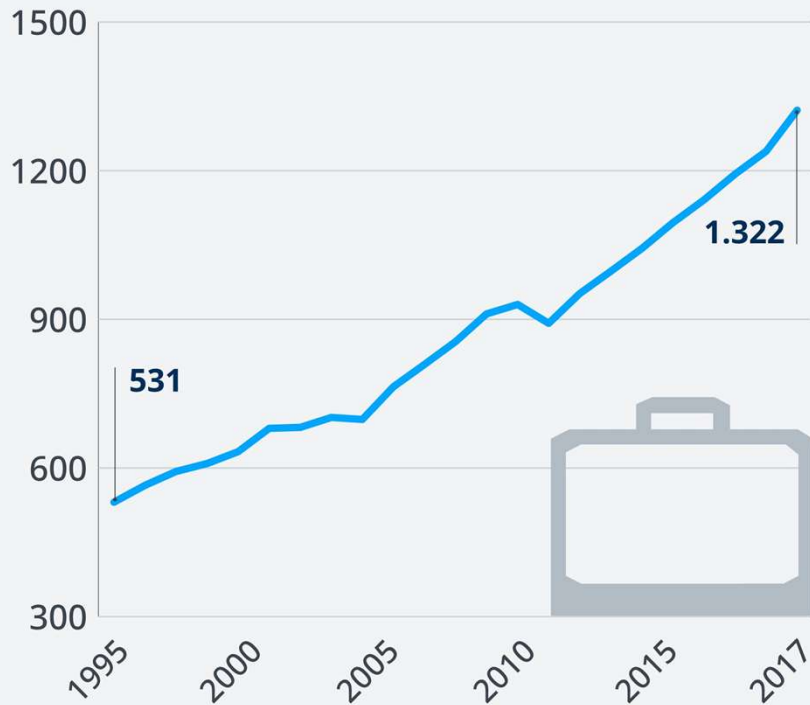
Through sustainable and innovative action, Brixen will be the centre of excellence in the Alpine region for guests and locals in 2025.

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Entwicklung des Tourismus weltweit

Touristen (ohne Inlandstouristen) in Mio.



Quelle: UNWTO

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GLOBAL SUSTAINABLE
TOURISM COUNCIL

travel forever

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8 strategic fields of action for sustainable and future- oriented tourism on the Plose mountain and South Tyrol

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#1: The arrival of guests and tourist mobility in South Tyrol

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The new Cable Car



#2: The length of stay

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#3: Scarcity and exclusivity

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#4: Gastronomy

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#5: The local population



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#6: The Tourism organizations

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#7: „Trial and error“ - Innovation



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#8: The hosts

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We need a new prioritisation :

Sustainable product development and Living space management are becoming the most important activities of tourism organizations

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**Thank
you**

