

The suSTAYnable Guestcard

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Abstract

While thinking of the future of tourism, we became aware that sustainability is still an important issue. Tourists would like to participate in more sustainable alternatives, but do not really know how to inform themselves about it.

We asked ourselves two questions: The first one is how to raise tourists' awareness of nature and the environment during their stay. Furthermore, how to make it more comfortable to access the topic of sustainability in the region. Regarding these questions we developed the suSTAYnable Guestcard which helps to ensure an environment-friendly long-term use of a region as well as improving awareness for sustainability and environmental protection.

For the implementation of our guest card, we chose the Berchtesgadener Land, a region south of Munich. During their stay, guests can benefit from discounts, rewards and information from sustainable providers in the region. The card comes together with an information booklet offering more details about the partner businesses with focus on sustainability and regionality.

In comparison to existing cards, with every purchase of a suSTAYnable Card, two percent are donated to a regional primary school where the money will be used for projects that raise children's awareness of the environment. Furthermore, we want to enable our guests exchange with locals and like-minded visitors. Therefore, we offer tours through Berchtesgaden with local guides providing information about the region and local partners.

Our long-term goal is to substitute the existing guest card and to be the only card offered. Berchtesgaden can serve as an example for other regions to follow and implement the suSTAYnable Guestcard as well.