Schaan, 16 April 2019

Media release for CIPRA International’s Annual Report 2018

For visitors and for locals

**What is a good life in the Alps? How can tourism be reshaped? CIPRA International has dedicated its 2018 Annual Report to both local residents and visitors to the Alps and, under the motto “Visitors and residents”, has illustrated how tourism and quality of life can be compatible.**

If intelligently planned and implemented, tourism can connect various areas of life as well as the numerous needs of locals, visitors and temporary residents in the Alps. Unconventional ideas and creative strategies are required to develop holistic offers for tourists and to draw value from the Alpine natural and cultural heritage in a sustainable way. As Christian Baumgartner, Vice-President of CIPRA International, explains: “CIPRA International’s latest annual report shows that the CIPRA organisations are helping to generate the necessary ideas and strategies using creativity, charm and wit”.

**Involved and creative**

The report highlights the example of the Slovenian tourist destination of Bled, currently overrun by hordes of visitors from all over the world. At the end of May 2018 the town hosted the annual conference entitled “Alpine tourism: quality of life included!”, staged by CIPRA in collaboration with the “Alliance in the Alps” network of municipalities. According to Barbara Wülser, Co-Director of CIPRA International since April 2019, this example clearly shows that excessive tourism is not necessarily of benefit to local people. “It is important to discuss and direct developments together with the local population.”

The attitude to life of young people is shown by the photos taken by youthful travellers as they make their way sustainably through the Alps using the “Youth Alpine Interrail Ticket”, an initiative of the CIPRA Youth Council (CYC). Readers can also learn how CIPRA Slovenia has pledged itself to the protection of water resources, how CIPRA France is committed to environmentally friendly mobility, or how CIPRA Germany is campaigning against the linking of ski areas. The Annual Report also recounts the often painful political battles in which CIPRA is involved in order to demand approaches that will result in long-term sustainable projects, rather than simply a short-term profit.

The Annual Report is available in printed form or as a PDF from CIPRA International,+423 237 53 53, international@cipra.org or [www.cipra.org/annual-reports](http://www.cipra.org/annual-reports).

This media release and printable press photos are available for download under: [www.cipra.org/en/media-releases](http://www.cipra.org/en/media-releases)

All inquiries to:

Caroline Begle, Project Director for Communication, caroline.begle@cipra.org

Barbara Wülser, Co-Director, CIPRA International, barbara.wuelser@cipra.org

**CIPRA, a diverse and multifaceted organisation**

CIPRA, the International Commission for the Protection of the Alps, is a non-governmental umbrella organisation with national representatives and one regional representative in the seven Alpine countries. It represents more than 100 associations and organisations. CIPRA works towards achieving sustainable development in the Alps; it also strives to preserve the natural and cultural heritage, maintain regional diversity, and bring about solutions to cross-border problems in the Alpine region. [www.cipra.org](http://www.cipra.org)