





Our mission

**We create sustainable experiences
for travelers and local communities.**





Two B Corp certified travel brands



ASI Reisen

- › Leading adventure travel platform and tour operator in DACH
- › 4.500 adventures in 100+ countries
- › Sales: B2C and B2B



WE'DESIGNTRIPS

ASK LOCAL EXPERTS

- › Leading platform for bespoke and sustainable holidays in DACH
- › 900 trip ideas in 40+ countries
- › Sales: B2C



Family run business since 1963

Founded as an alpine school by
Prof. Hannes Gasser, today the
group is led by his son
Ambros Gasser.





Focused sustainability strategy

- 1 Measure and reduce ecological impact of operations.
- 2 Measure and increase our value for local communities.





Based in the alps, home around the globe.

Our team of 60 enthusiastic people work from our "ASI Nest" or remote. We inspire 20.000+ travelers per year.





ASI Reisen

adventure travel platform



Walking, hiking
and trekking



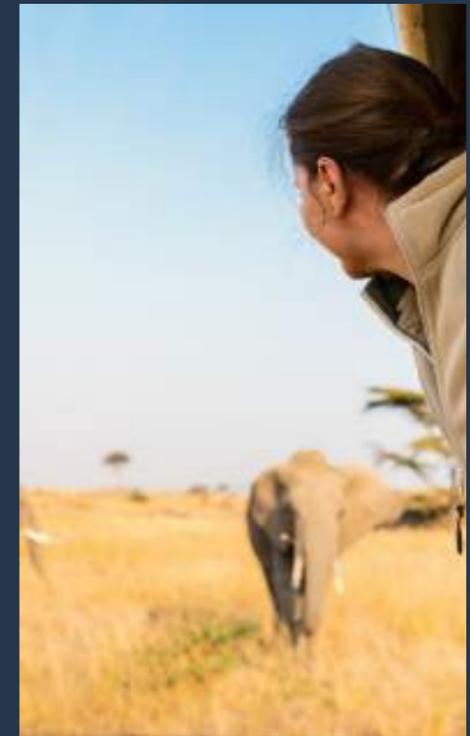
Cycling and
mountainbiking



Alpine school and
mountaineering



Kayaking, trail
running



Soft adventure
round trips



ASI Reisen

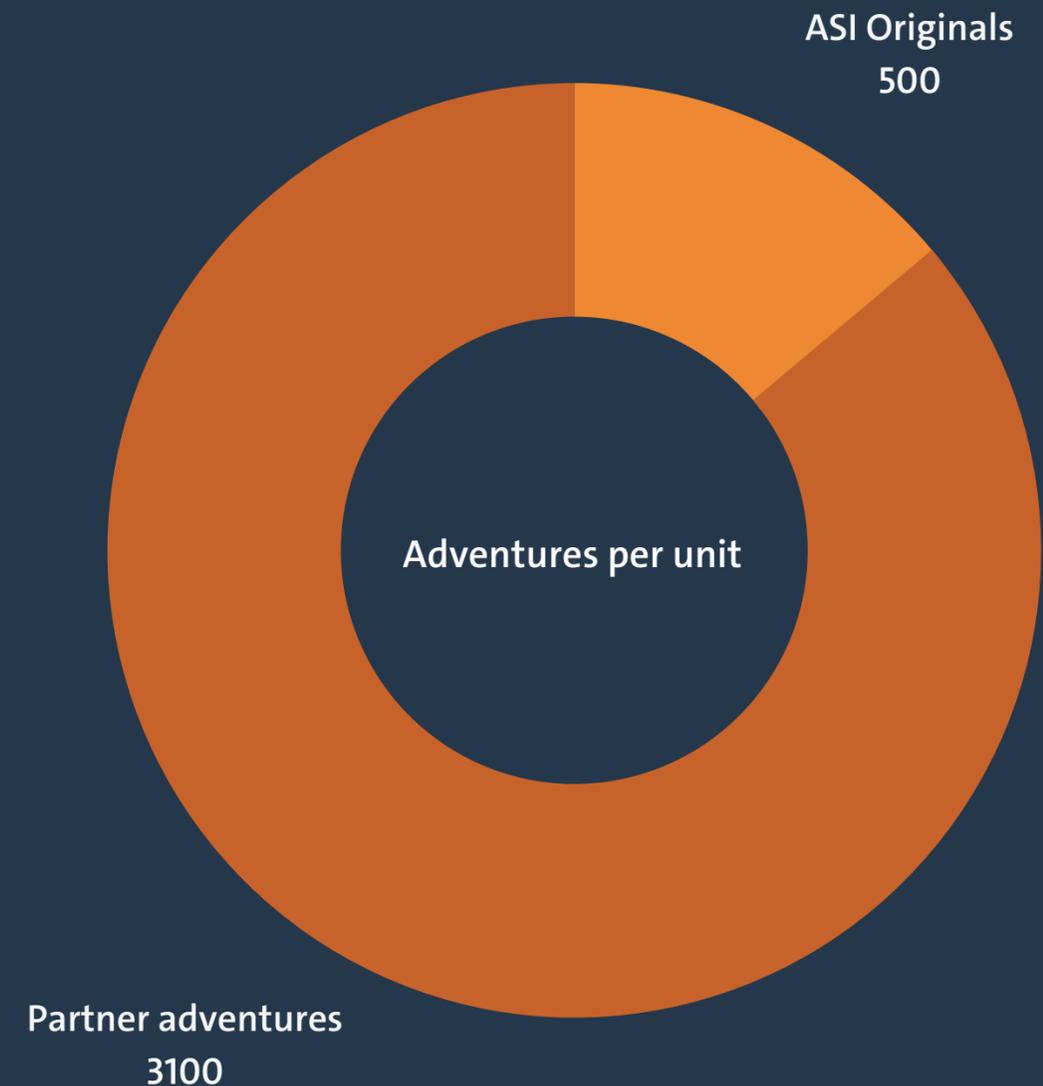
4.500 curated adventures worldwide

ASI Originals

Designed by our team of inhouse product developers.

Partner adventures

Our market place for sustainability focused tour operators.





WeDesignTrips bespoken travel platform

100 local experts in 40+ countries
help travelers to book their
bespoken trip through
wedesigntrips.com





Bespoken experiences



Choose
destination and
tell your wishes



Local experts
propose an
itinerary for you



Adapt proposal
to your unique
trip experience



Purchase and
pay safely on
wedesigntrips



"How can we ensure that our customers experience authentic sustainable adventures at ASI Reisen?"



ASI Reisen

Measure influence, define goals, set actions to optimize

ASI Originals

- 2.000+ partners mostly hotels, transport companies, restaurants and local tour operators

Partner adventures

- 100+ tour operators and DMCs in 50+ countries

Dies entspricht 100% der anfallenden CO₂-Emissionen
und verteilt sich folgendermaßen:

1%



Aktivitäten

14%



Unterkunft

83%



Flug

2%



Transport

Mehr zur Berechnung des Fußabdrucks



Measure carbon
footprint, make it
visible for customers



Reduce carbon footprint through:

1. Eliminate domestic flights in our itineraries (95%)
2. Connect and nudge customers to do ridesharing
3. Optimize local transport and hotel contracting
4. Develop more close to home adventures

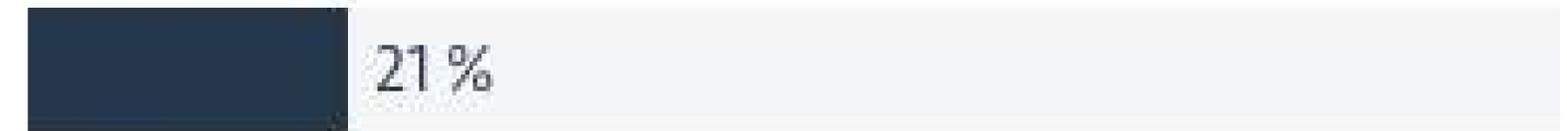


Measure local value,
make it visible for
customers

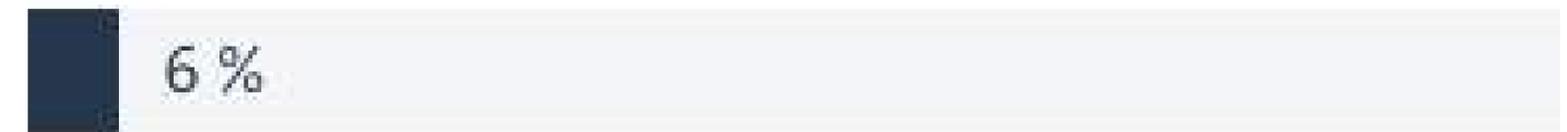
Preiszusammensetzung von "Tirol - Achensee"



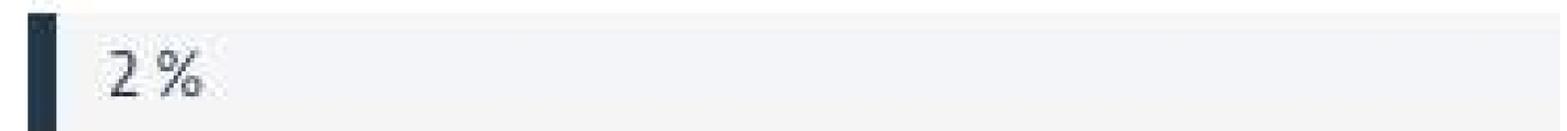
 Lokale Wertschöpfung



 Marge



 Vertrieb & Abwicklung



 Sonstige Steuern

Mehr zur Berechnung der Wertschöpfung





Increase local value through:

1. Work with local family run businesses (93%)
2. Integrate non-profit projects in itineraries
3. Develop a donation platform



ASI Reisen

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Sustainability through certification





Partner adventures from GSTC tour operators

Planned timing for a hard cut at asi-reisen.de

1.4.2021

1.1.2024



Kick-off

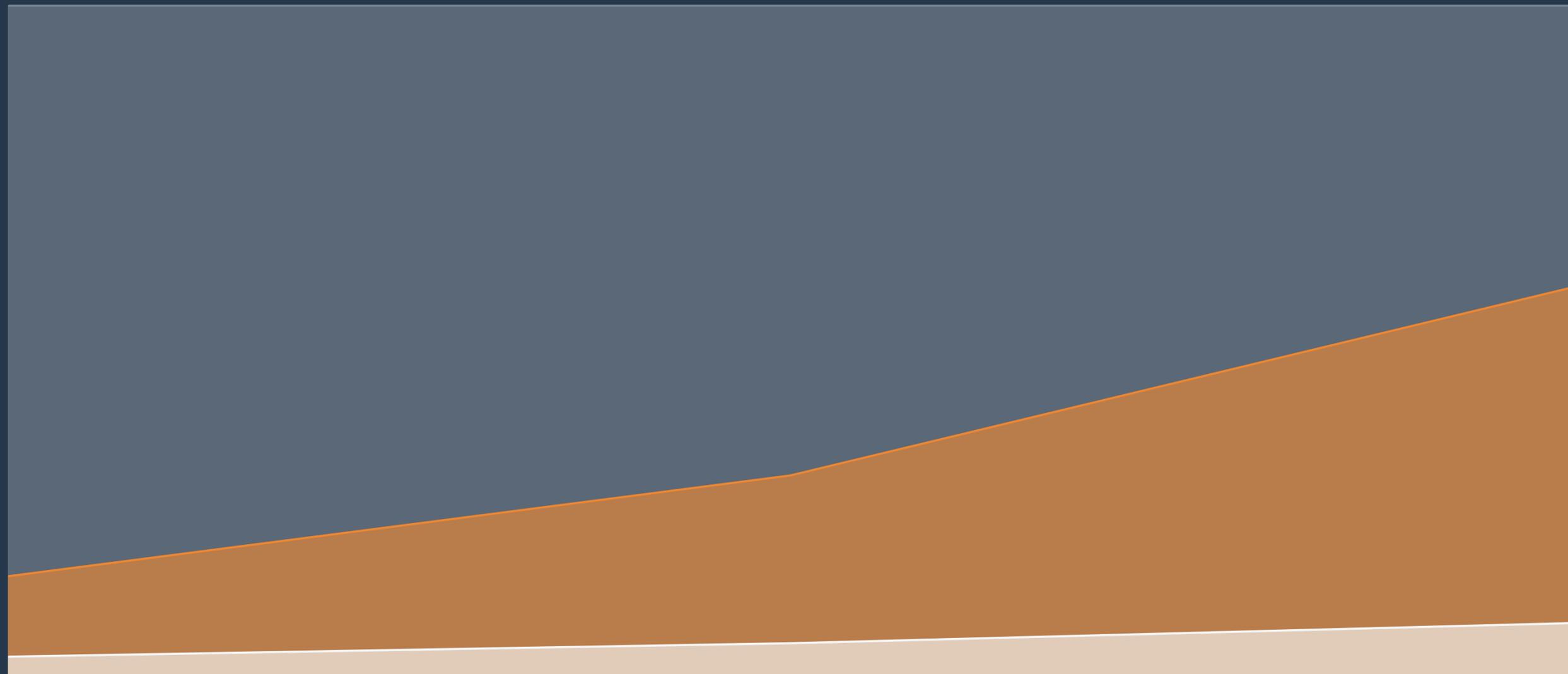
Inform, motivate, train, push,...

Hard cut



Certification development since announcement

▪ certified ▪ in process ▪ no certification



01.04.2021

01.01.2022

30.04.2023



What we have learned so far

1

Explain why this is important for our industry

2

Listen to our partners carefully, never stop communicating

3

Be patient, be stubborn, have a plan B



Plan B for partner adventures

Certification first in trip rankings and marketing

1.4.2021

1.1.2024

1.1.2025



Kick-off

Soft cut

Hard cut

Certification first

“

Thank you.

Contact me

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