

PRESS RELEASE

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With the REMOTE Alliance towards sustainable regional development through responsible outdoor tourism in emerging destinations

The leading companies in the field of sustainable tourism development, Outdooractive, mascontour and Trail Angels, have joined forces to found the REMOTE Alliance. **Remote stands for "Resilient Evolution through Mindful Outdoor Tourism Experience"**. The main aim of this alliance is to join forces to promote the sustainable and resilient development of destinations in emerging destinations worldwide.

Outdoor and adventure tourism are not just trends, but can also be a powerful lever for rural development, job creation and the strengthening of emerging destinations. However, **as with any boom, there is a risk that it become a boomerang**. How can we ensure that local communities benefit in the long term? How can we make emerging destinations fit for the challenges of the climate crisis and growing competitive pressure? The REMOTE Alliance presents a **holistic approach for the resilient and inclusive development** of outdoor and adventure travel destinations in the Global South.

Hartmut Wimmer, CEO of Outdooractive: "As the largest platform for outdoor tourism worldwide, our mission is to digitise all local products in a destination and make them available to outdoor tourists as a holistic travel guide. We therefore offer the ideal digital basis for the development of sustainable tourism in destinations. Together with our partners in the alliance, we support local stakeholders and develop regions towards economic independence."

Matthias Beyer, CEO of mascontour: "With a collaborative mindset, our alliance goes beyond project work. We are committed to long-term partnerships with emerging destinations. By offering holistic consulting and profitable business models, we drive resilient transformations, strengthen management structures and increase long-term competitiveness."

Günter Mussnig, CEO of Trail Angels: "In the Western Balkans, we were able to see the sustainable development potential that outdoor tourism can provide when all areas of the destination are taken into account: Long-distance trails as flagship projects, sustainable business models in the hands of local players, capacity building and organisational development, analyses and management plans as well as the digitalisation and comprehensive marketing of local products and travel experiences. This successful model is scalable and serves as a showcase for other regions. This is why the REMOTE Alliance was founded to pave the way for sustainable and resilient tourism development together with our future destination partners."

The public launch of the REMOTE Alliance will take place **at ITB on Wednesday, 6 March 2024, from 16:45 to 17:10 on the Lighthouse Stage in Hall 4.1. Hartmut Wimmer from Outdooractive, Matthias Beyer from mascontour and Günter Mussnig from Trail Angels will present the initiative on stage.**

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REMOTE Alliance

**Resilient Evolution through Mindful
Outdoor Tourism Experiences**



outdooractive

