Our values

We promote tourism based on clear values: ***honesty, responsible, respect,*** *and* ***inclusion.***

Our Code of Ethics is both a guideline and a commitment – for guests, employees, businesses, residents, and future generations.
Olang & Antholzertal – together for a liveable, responsible, and authentic destination.

Collaboration and respect.

Whether residents, employees, or guests – we treat everyone with openness and appreciation.
There is no place here for discrimination, exploitation, or inequality.

Mutual respect is the foundation of trust and of a vibrant and equitable community.

Equal Opportunities & Quality Employment

We promote fair and safe working conditions.

Every person has equal opportunities for training, development, and inclusion, regardless of gender, origin, age, religion, sexual orientation, or disability.

Cultural Heritage and Identity

Our region is shaped by its traditions, its language, and its cultural diversity.

We preserve this heritage and promote local products and services to make our quality and identity authentic and tangible.

Community & Responsibility

We strengthen collaboration among residents, businesses, associations, and guests.

Long-term added value for the entire region can only be achieved through dialogue and cooperation.

Nature and Conservation

Our nature is our source of life.
We use resources carefully and consider environmental and nature conservation in our decisions and activities.

Mobitily by bus and train, circular economy, and biodiversity conservation are imortan areas of our work.

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