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

- Leading platform for bespoken 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.
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
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.
Work with local family run businesses (93%)
Integrate non-profit projects in itineraries
Develop a donation platform

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
Measure influence, define goals, set actions to optimize

• 2,000+ partners mostly hotels, transport companies, restaurants and local tour operators

• 100+ tour operators and DMCs in 50+ countries
Sustainability through certification
Partner adventures from GSTC tour operators
Planed 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
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
Certification first

Hard cut
Thank you.

Contact me
ambros.gasser@asi.at