



**BAD HINDE
LANG**

„OUR BAD HINDELANG 2030“

—
**OUR IDEA OF HOW GUESTS CAN
FEEL LIKE LOCALS FOR A WHILE**

**First mayor Dr. Sabine Rödel
Tourismmanager Maximilian Hillmeier**

23.10.2023



»Bad Hindelang is a living space. For citizens on a permanent basis, for our guests on a temporary basis.



TOPICS FROM THE BRAND SURVEY

- » Supporting a strong community
- » Strengthening our family businesses and the regional economy
- » Nature- and socially friendly tourism
- » Strengthening our infrastructure and adapting to climate change
- » The reduction of traffic and parking congestion and its creation of new innovative mobility solutions
- » The aim of an energy self-sufficient community
- » Living space for locals
- » The reduction of vacancies

FUTURE WORKSHOP 8X8





TOURISTIC TOP SERVICES

- » The strong integration between mountain agriculture, tourism and crafts
- » Our intact alpine cultural landscape and nature reserve „Allgäuer Hochalpen“
- » According to the **World Health Organisation WHO** Bad Hindelang is one of the places with the best air worldwide
- » Best family ski resort in the Bavarian Alps
- » Our leading product, the „Bad Hindelang PLUS-Card“



BAD
HINDELANG

„ECOLOGICAL MODEL BAD HINDELANG“

» All 60 mountain farmers in the "Hindelang - nature & culture" association manage their land in all six districts of our municipality in an extremely natural way. They don't use herbicides and pesticides or artificial fertilisers.





INTANGIBLE CULTURAL HERITAGE „HIGH ALPINE FARMING“

- » Bad Hindelang has 46 alps and 56% of its overall space is alpine pasture – this is the highest proportion for a district in Germany
- » 80% of the Bad Hindelang municipal area is a landscape or nature reserve



EMMI-MOBIL

- » EMMI-MOBIL – emission-free, joined, individual – driven completely by demand- and route-optimized and closes the "last mile".
- » With countless possible stops, vacation guests and citizens are mobile from the front door with the EMMI-MOBIL app.
- » With the electronic Bad Hindelang guest or citizen card, both EMMI-MOBIL and public transport are free.



BAD HINDELANG PLUS-CARD

- » Launched in 2010 with 20 inclusive infrastructure services from the areas of cable cars, public transport, bathing and leisure.
- » Since 2020 there are 25 new free experience services from the areas of nature and culture, tradition, sports and culinary.
- » The experiences are an offer from people for people.

Entdecke die
**Seele der
Alpen**

www.badhindelang.de





BAD HINDE
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DISCOVER THE SOUL OF THE ALPS



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