Interlaken

Sustainability Concept for Tourismus-Organisation Interlaken (TOI)

Set between lakes and mountains, shaped by centuries-old traditions, Interlaken is a place that fascinates people all over the world. To ensure that these treasures are preserved for future generations, Tourismus-Organisation Interlaken (TOI) takes responsibility for qualitative and long-term tourism development – not as a trend, but as a fundamental part of our work. We firmly reject greenwashing and we are aware of the inconvenient truth that, like many other industries, tourism is not inherently sustainable.

For us, sustainability means actively taking into account the environmental, social and economic impacts of tourism. We align our actions in line with the needs of our guests, the environment, the general public and the industry. With a long-term vision, we take responsibility for ensuring that Interlaken remains an attractive place to travel, meet and live.

We are guided by the UNWTO, the Global Destination Sustainability Index (GDS) and the goals of the 2030 Agenda. On the basis of the “Interlaken 2030” strategy, the topics of particular relevance to our destination have been identified and assigned to the United Nations Sustainable Development Goals (SDGs). A complete overview of all SDGs with explanations can be found here. Our overriding goal is to continuously develop sustainability in the Interlaken holiday region.

November 2025

Signed by Daniel Sulzer
CEO

Swisstainable engaged

Our sustainability policy

With our mission statement for 2026–2030, we are creating the framework for how we live up to this responsibility. Our actions are based on the three dimensions of society, the environment and the economy and follow the strategic approach «**stay longer – experience more»**.

Vision

«Interlaken is an attractive year-round destination where guests travel responsibly, the local population benefits and nature and resources are preserved for future generations.»

Mission

« As a destination management organisation, we are committed to qualitative and long-term tourism development that takes environmental, social and economic aspects into account. Together with our partners, we develop and support offers and concrete measures, promote respect for nature and the region, and create the conditions for the positive development of the Interlaken Holiday Region.»

Our values

Sustainable: We take environmental, social and economic aspects into account in our actions – today and with future generations in mind.

Inspiring: We create unforgettable experiences that move and connect people.

Connecting: We build bridges between guests, local residents and partners and promote harmonious co-existence.

Forward-looking: We develop new solutions, combine tradition and innovation, and strengthen Interlaken as an attractive year-round destination.

Dimensions of sustainability

Social

Promoting tourism awareness (SDG 11 and 17)

- We are committed to respectful interaction between guests and the local population.
- We raise awareness among guests and local residents of their different needs and promote mutual understanding.
- We contribute to positioning Switzerland as a travel destination committed to qualitative and long-term tourism development.

For fair and inclusive cooperation (SDG 8 and 10)

- We take into account the needs of different groups of guests and promote accessible travel.
- We are committed to fair working conditions, invest in qualifications and ensure a high level of service quality.
- We promote diversity and equal opportunities, thus strengthening the attractiveness of the tourism industry as an employer.

Experiencing and preserving culture (SDG 4 and 11)

- We support the preservation and promotion of regional traditions, customs and history.
- We actively promote culture beyond the region, encourage intercultural exchange and create encounters between guests and local residents.
- We develop target-group-specific offers that combine tradition and modernity.

Economy

Quality over quantity (SDG 8 and 12)

- We focus on quality rather than quantity and create experiences that delight our guests time and again.
- We promote longer stays (stay longer – experience more).
- We use digital innovations to make nature- and culture-based experiences more visible and to inform and guide guests in a targeted manner.

Strengthening regional value creation (SDG 12)

- We strengthen the regional economy by working closely with partners, service providers and authorities.
- We invite our guests to discover the traditions, craftsmanship and specialities of the region and thus promote local value creation.
- We highlight the economic importance of tourism and actively communicate it.

Harnessing market diversity (SDG 8 and 17)

- We diversify our markets in order to avoid dependency on individual countries of origin.
- We are positioning Interlaken as a year-round destination and smoothing out peaks in demand through targeted market cultivation.
- We promote a balanced guest profile in order to ensure the resilience of the destination in the long term.

Environment

Nature as the most valuable asset (SDG 15)

- Nature is the basis of our tourism. We are committed to the long-term preservation of the landscape, biodiversity and natural habitats.
- We raise awareness among guests and partners of the importance of treating nature with respect.
- We highlight water as a unique part of our natural heritage.

Mindful travel, experiencing consciously (SDG 12)

- We promote the use of public transport for travel to and from the region and for mobility within the Interlaken holiday region.
- We encourage our guests to travel consciously, respect nature, show consideration for the local population and make mindful decisions.
- We encourage our guests to contribute to qualitative tourism development through respectful interaction with nature, culture and the local population.

Act today, preserve for tomorrow (SDG 13 and 17)

- We support the development of offers and measures that take into account the long-term preservation of the natural foundations of our holiday region.
- We work with partners to support Switzerland's climate goals in tourism.
- We make our measures visible and are guided, among other things, by the requirements of the Swisstainable sustainability programme

For us, sustainability means:

- promoting experiences that are close to nature and culture,
- strengthening local value creation,
- promoting qualitative tourism development that takes into account the needs of guests and local residents,
- positioning the tourism industry as an attractive employer,
- building bridges between people and cultures.

In this way, we are working together with our partners to create an attractive and liveable Interlaken Holiday Region for the long term.