

Presentation of EGTC Alpine Pearls

The cooperation Alpine Pearls was founded in 2006 by a select group of tourism destinations from the four Alpine countries Germany, Austria, Slovenia, and Italy. The focus of the international network is future-oriented, climate-friendly e-mobility and its benefits for a holiday in harmony with the environment. Safeguarding the different lifestyles in the Alpine regions and cooperating with the people at the destinations are important principles.

2022 brought a change for Alpine Pearls. At the start of the year, the then association was transformed into a “European Grouping of Territorial Cooperation” to facilitate cross-border cooperation and support for its members. Later, Italian marketing agency Brandnamic s.r.l. took over the management of the grouping together with consulting agency Kohl & Partner.

The members of the network are united by their desire for constant development and to take a pioneering role in eco-friendly tourism. To allow holiday guests to actively experience the concept, Alpine Pearls Hosts was founded. These accommodation providers share the grouping’s goals with regard to sustainability and working in solidarity with each other.

Eco-friendly holiday experiences and news about projects and events are regularly shared via social media and press releases. In addition to the added value offered by the platform, the EGTC also involves cooperation in transnational funding projects that promote an exchange of knowledge between different regions and countries in the Alps. Several times a year, webinars on wide-ranging topics related to sustainability and tourism in the Alps are also organised in the Alpine Pearls Academy for all members and hosts of the cooperation.

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