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Kufsteinerland Tourism Association's yoga festival awarded for sustainability

Innsbruck/Kufstein. On Thursday evening, the Kufsteinerland Tourism Association was honored with the Green Events Tyrol award for sustainable event organization in a festive setting.

Managing Director Sabine Mair and TVB Theme Manager Lina Schneeweiß received the award from Provincial Councillor René Zumtobel in Innsbruck.

Managing Director Sabine Mair and TVB Theme Manager Lina Schneeweiß accepted the Green Events Tyrol award from Provincial Councillor René Zumtobel in Innsbruck for the successful event 'yoga.days in Kufsteinerland – the Yoga Festival'.

'We at the Tourism Association are delighted to be recognised as a Tyrolean showcase project – but above all, it is good for the environment when event organisers throughout the country are committed to conserving resources and promoting sustainability,' said **Lina Schneeweiß, project manager and theme manager for sport, nature and vitality.**

The Kufsteinerland Tourism Association's yoga event has been certified as a Green Event Tirol for many years. Since October 2024, the Kufsteinerland Tourism Association has also held the Austrian Ecolabel for Destinations. Through its 'Kufstein 2030+' sustainability strategy, the entire region is committed to environmentally conscious tourism, regional products, soft mobility and environmental protection. Holding all of its own events as Green Events is an important objective.

Carolin Strutzmann, Sustainability Coordinator at the Kufsteinerland Tourism Association: 'Fortunately, organising high-quality events while also doing something for the environment is already state of the art for many event organisers and businesses in the Kufsteinerland region.'

Sabine Mair, Managing Director of the Kufsteinerland Tourism Association: 'We are delighted about the award; the nationwide honour is a special privilege and additional motivation.'

Green Events Tirol is a joint project of Klimabündnis Tirol and Umwelt Verein Tirol, with which the province of Tyrol promotes an environmentally and socially conscious event culture every year.

Press photos: Publication for editorial purposes free of charge if the image source is stated

Image 1: On Thursday evening, the Kufsteinerland Tourism Association was honoured with the Green Events Tirol award for sustainable event organisation in a festive setting. In the picture from left to right: Stephanie Rauscher (Climate Alliance Tyrol), LR René Zumtobel, the managing director of the Kufsteinerland Tourist Board Sabine Mair, Lina Schneeweiß (theme manager for sport, nature & vitality at the Kufsteinerland Tourist Board) and Andrä Stigger (managing director of Climate Alliance Tyrol), image source (C) Nils Lang

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