AlpNet Charter: Covid-19

AlpNet is an association of European tourism partners from Switzerland, Italy, Germany and Austria, founded to promote European Alpine Tourism and to exchange best practices.

During these unprecedented times, we are committed to making a meaningful contribution to ensuring that the safety and wellbeing of our guests, employees and the population at large is our top priority. AlpNet is thus seeking to align its members on a common Charter that will provide guidance on navigating this difficult and insecure period in the world of travel.

Together we commit to the following principles:

1. Based on our shared goal of making winter in the Alps as safe as possible for our guests, we undertake to engage in **fact-based communication only**, while emphasizing a professional, compassionate approach. No negative or competitive comments or behaviour of any kind towards other regions will be tolerated.

2. Openly, transparently and proactively **exchanging mutually with regard to pre-defined security concepts** in the respective regions in order to learn from each other and align as best possible on measures to be implemented in the different regions and cantons. This includes keeping those responsible at the political level informed at all times.

3. **Aligning communication messages** in which health and safety standards feature prominently, in the interests of making an active contribution to ensuring maximum safety for our guests, employees and inhabitants. These will include the following basic rules:
   - Maintaining a distance of at least 1m/1.5m
   - No handshaking
   - Mandatory wearing of a mask
   - Avoid unnecessary meeting of people
   - Download tracing application

   Additional measures at the local level may apply.

4. Influencing local politics in order to obtain clearer procedures, definition of measurements and **improved alignment of communication** at the international level.

5. Lobbying with the relevant political authorities to ensure **fast, easy access to testing and quarantining** for guests and employees, while obtaining consensus from European-level political institutions on rules, standards and communication.

6. Actively supporting and communicating the use of digital applications to **improve tracing**.