



**Elisabeth Köstinger**  
Minister for Sustainability  
and Tourism

**” It is extremely important to me that we maintain the good relationship between farming and tourism on Austria’s mountain pastures. Farmers care for our countryside and guests make an important contribution to the local economy. By setting out clear rules to keep visitors safe, we can strengthen this relationship for the future. “**



**Josef Moosbrugger**  
President of the Austrian  
Chamber of Agriculture

**” The unique holiday experience that can be enjoyed in the Austrian Alps is based on the hard work and traditions of our mountain farmers. Ten clear rules can improve safety and help to avoid conflicts. We want to ensure that farmers and their families can earn a living and that guests can enjoy their holidays. “**



**Martha Schultz**  
Vice President of the Austrian  
Federal Economic Chamber

**” Tourism is a key pillar of the Austrian economy. Traditional hospitality, excellent cuisine and breath-taking countryside are Austria’s unique selling points as a holiday destination. The ten safety rules for mountain pastures make an important contribution to keeping things this way. “**



**Andreas Ermacora**  
President of Österreichischer  
Alpenverein

**” Mountains and alpine pastures are unique spaces where locals and tourists alike can enjoy outdoor activities and adventures. The aim of this campaign is to raise countryside awareness among hikers and provide information about how to behave around grazing cattle. Education and self-responsibility play a key role here. “**

## In harmony with Austria’s mountain pastures and meadows.

There are some 8,000 managed alpine pastures and meadows in Austria. They are an amazing combination of pristine countryside, much-loved holiday destinations and important economic spaces. This is all down to our farmers who care for this beautiful countryside and preserve centuries-old traditions of driving their cattle up summer pastures. Austria’s mountain pastures and meadows shape the character of our cultural landscape, our regional foods and natural diversity. But they are also an important factor for tourism.

### Agriculture and tourism – better together

The relationship between tourism and traditional patterns of mountain farming is a proven recipe for success: Guests enjoy a superb leisure experience that brings them close to nature, while tourism boosts the local economy.

Many mountain pastures boast a log cabin offering tasty seasonal refreshments. Some mountain pastures also provide accommodation so that visitors can stay the night. In winter, the most popular log cabins are those dotted along the ski slopes and cross-country trails. Increasing visitor numbers underline the importance of actively managed mountain pastures – both as a space for tourism and for recreation.

However, Austria’s unique cultural landscape can only be preserved and kept accessible if cattle are driven up the mountains in summer and farmers continue to manage the alpine pastures. We therefore invite you to support us in maintaining a strong and sustainable partnership between Austria’s tourism industry and farming communities.

#### LEGAL INFORMATION

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# Mind the Cows

## TEN RULES FOR A SAFE AND ENJOYABLE HOLIDAY AROUND CATTLE



 Bundesministerium  
Nachhaltigkeit und  
Tourismus

 Landwirtschafskammer  
Österreich

  
WIRTSCHAFTSKAMMER ÖSTERREICH

  
alpenverein  
österreich

# 10 Rules

## for a safe holiday around cattle

Austria's farmers make an important contribution to preserving our alpine countryside. As a visitor you can show your appreciation for the countryside by behaving appropriately and with respect.

Following these ten simple rules will ensure you have a memorable experience, while keeping everyone's best interests on mountain pastures and meadows in mind.

