



Sustainability Policy Kulm Hotel

The Kulm Hotel St. Moritz was the first hotel built in St. Moritz. Since its opening in 1856, it quickly established itself as a popular destination for spa holidays and painting trips, especially among the British, who made up about 75% of the hotel guests. The then-owner of the Kulm Hotel, Johannes Badrutt, began offering winter holidays in St. Moritz from 1864 onwards. Thus, the hotel, the town, and the whole of Switzerland were able to celebrate 150 years of winter tourism in the 2014/15 season. Since the 19th century, the Kulm Hotel has undergone significant changes through expansions and renovations, but its wonderful location in the heart of St. Moritz with views of the lake has remained unchanged. The Kulm Hotel St. Moritz is a member of "The Leading Hotels of the World." It features 150 rooms and six restaurants. The expansive Kulm Spa St. Moritz boasts a 20-meter swimming pool with underwater music, various saunas and steam baths, a jacuzzi, a fully equipped fitness room, and treatment rooms – all with a magnificent view of Lake St. Moritz. Additionally, the hotel includes the natural ice rink in front of the Kulm Country Club in winter and the 9-hole golf course in Kulm Park in summer, which is also used for the natural ice bobsleigh track in winter.

Sustainability Vision

In our hotel operations, we view sustainability as a collaborative commitment with all stakeholders to develop and establish long-term sustainable solutions across all three levels of sustainability. We rely on creativity and innovation to make a positive contribution to the preservation of our nature, which we consider to be our most valuable asset.

Ecological Sustainability

In an effort to minimize our ecological footprint and conserve resources, we collaborate both within the hotel and with our external partners on various initiatives. These include eliminating single-use plastics, reducing waste, optimizing energy consumption, saving water, and promoting sustainable procurement practices. As much as possible, we obtain our services and products from regional suppliers. Furthermore, we support regional projects to highlight the importance of a healthy environment for the local community and tourism.

Economic Sustainability

We strive to operate efficiently and conserve resources to ensure long-term profitability, job security, and economic stability. By promoting innovation and agility, we adapt to changing market conditions and diversify our markets. Additionally, we monitor and report on our sustainability metrics and set clear goals for ourselves.



Social Sustainability

We promote social sustainability by fostering an open feedback culture and a strong sense of community within the Kulm family, ensuring everyone feels welcome and respected. We aim for long-term employment relationships and offer a safe, fair, and attractive workplace with excellent conditions and offerings, which we continuously optimize in line with the Swiss labour law. We collaborate with schools and universities to provide practical experiences for the next generation. Additionally, we support regional environmental initiatives and community projects. For our guests, we offer educational programs that convey local culture and our sustainability practices, showing how they can contribute. Our partnerships are characterized by loyal and lasting cooperation, built on adhering to Fair Trade principles, which ensure fair working conditions and compensation.

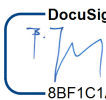
Sustainability Management System

We are aware that our operations can potentially have negative impacts on the environment and society. The Kulm Hotel strives to lead the industry by setting high standards and acting as a trailblazer always respecting and adhering to all relevant legislations and regulations.

To minimize our environmental impact, we have established the new role of Sustainability and Quality Manager. Additionally, we have laid the groundwork to achieve EarthCheck certification by 2025, a global benchmarking and certification program for sustainable tourism.

Regular internal and external audits based on established indicators ensure that we continuously evolve, improve, and monitor our progress.

Sustainability is not just a concern for management but must be embraced by all team members. It should be present and conscious in every department and at all levels of the organization to collectively achieve our goals.

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Bertrand Jungo
Delegate of the Board

Signiert von:

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Heinz E. Hunkeler
General Manager

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