THE ALPINA GSTAAD

Sustainability Statement

At The Alpina Gstaad, sustainability is embedded in how the hotel operates, balancing environmental responsibility, social commitment, and long-term economic performance within a Swiss alpine context.

We are committed to the efficient management of energy, water, and materials, and to reducing waste through structured operational practices. Continuous improvement of building performance and resource efficiency is a key priority with the target to CO2 reduction.

We recognize and value the importance of climate responsibility and commit to the systematic measurement, reduction and offsetting of greenhouse gas emissions, ensuring alignment with both Swiss and international goals.

We actively preserve Swiss traditions, cultural heritage, and the identity of the Gstaad region, while prioritising locally sourced products and services to support the regional economy and reduce environmental impact.

Our people are central to our approach. We provide safe, fair, and inclusive working conditions, free from discrimination, and aligned with Swiss labour standards.

Sustainability at The Alpina Gstaad is structured through the Beekeeper Concept. Just as every bee contributes to the vitality of the hive, every member of staff plays an essential role in achieving our commitments. Each department is entrusted with specific responsibilities, working together in harmony to ensure that sustainability is embedded in daily operations and consistently strengthened over time.

We are committed to transparency, responsible communication, and the continuous improvement of our environmental and social performance, guided by our green team "The Bees of Gstaad"

"At The Alpina Gstaad, sustainability means preserving Swiss alpine, nature, environment and heritage, supporting our community, and operating responsibly delivering and unique guest experience."

Nadine Friedli

General Manager
The Alpina Gstaad

May 22nd 2026