



Sustainability Report

OUR JOURNEY TO A SUSTAINABLE FUTURE

BAUR ^{AU} LAC

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Foreword

CHRISTIAN VON RECHENBERG
& TEAM



At Baur au Lac, we have always combined tradition with progress and a clear view of the future. In 2023, we reached an important milestone: our first Green Globe Certification. This was not an end point, but rather the green light for us. A moment that has shown that we are on the right path – and that there is still a lot ahead.

2024 represents a commitment for us. We have established our sustainability strategy on a new foundation: transparent, traceable, measurable. Because we can only improve its impact purposefully, if we actually understand it.

Our goal? Making responsibility visible – ecologically, socially and economically. We are developing a system to record relevant key indicators because it will help us to make progress tangible and to recognise new potential.

A dedicated team from various areas of our organisation is working to embed sustainability in all our processes – from resource usage to the supply chain and corporate culture. The Green Globe Certification gives us direction – but we are thinking further ahead.

For us, sustainability is not a state, but a process. One that is lived on a daily basis. 2024 is a year of next steps – with the aim of not only making a promise, but also honouring it.

We warmly invite you to walk this path with us – with openness, courage and the will to achieve more together.

Kind regards,

Christian von Rechenberg and the Baur au Lac team

Portrait

The Baur au Lac, a luxury hotel in Zurich for 180 years, is run by the Kracht family. Since summer 2022, Marguitta Kracht, together with her father Andrea Kracht, has managed the hotel in the seventh generation.

The hotel is located in a private 1,400-square-metre park on the banks of Lake Zurich with a view of the Alps. It is renowned for its exclusive location and proximity to Paradeplatz and important cultural attractions. The Baur au Lac has 119 rooms, including 27 Junior suites and 18 Art Deco suites. The historic “Le Hall” hotel hall is the heart of the hotel and is known as “Zurich’s living room”.

The hotel’s gastronomy is also outstanding. The Baur’s Brasserie & Bar, opened in September 2019, offers a modern interpretation of the classic brasserie. The Michelin-starred Pavilion restaurant, awarded two Michelin stars, was replaced with the Marguitta Restaurant and terrace in summer 2024.

This marks a fresh chapter in our long tradition of first-class hospitality. It is a modern reinterpretation of the esteemed heritage of the Baur au Lac.



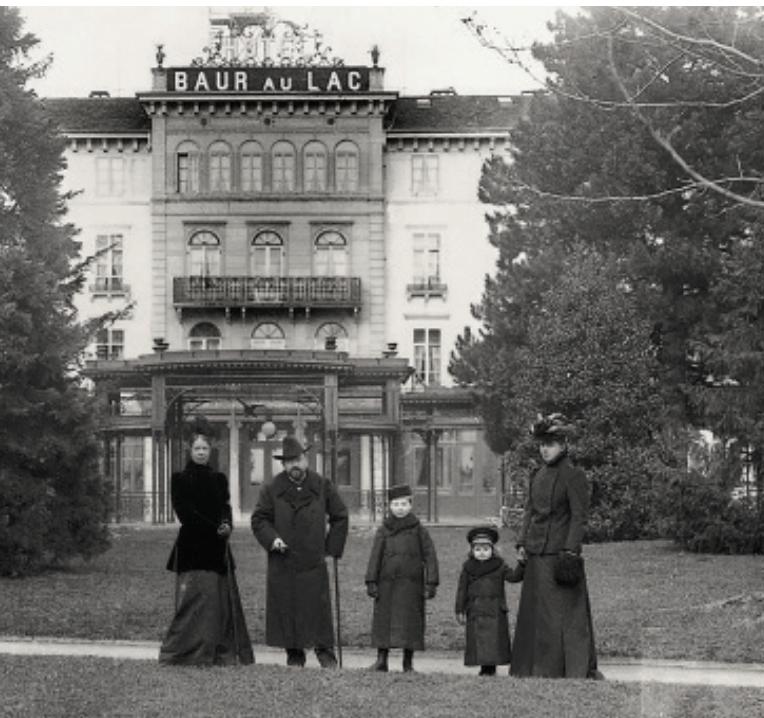
Marguitta Kracht, joins her father Andrea Kracht in the management of the Baur au Lac, continuing the family tradition in the seventh generation.

Rich history

The Baur au Lac has been setting standards in the international hotel industry for 180 years. It is situated in Zurich, Switzerland, in a uniquely privileged location in its own park, on the shores of Lake Zurich, yet just a stone's throw from Paradeplatz, the bustling banking centre and all the major cultural and tourist attractions.

1844

In 1844, Johannes Baur, inspired by the beauty of the Alpine landscape, laid the foundation for the extraordinary hotel on the shores of Lake Zurich. He transformed a former war port into a stylish residence that quickly became a destination for guests looking for a private retreat and peace and quiet.



1854

Just ten years later, the Baur au Lac was a jewel that exceeded all expectations with its luxurious charm and captivated the European nobility right from the start. Among the illustrious guests were Empress Sisi of Austria, who spent an entire summer here, as well as the Russian Tsarina and the German Emperor Wilhelm II.

1852

In 1852, Johannes Baur was succeeded by his son Theodor and in 1890 the Cologne hotelier Karl Kracht, married to Theodor's daughter Emmy, took over the management. Under new leadership, yet with an unaltered family spirit, the hotel has continued the tradition to this day.

1898

Under Karl Kracht's leadership, the Baur au Lac underwent a significant expansion in 1898 to 17,000 square metres, including 1,400 square metres of gardens – a sign of the family's deep devotion over six generations.

1914

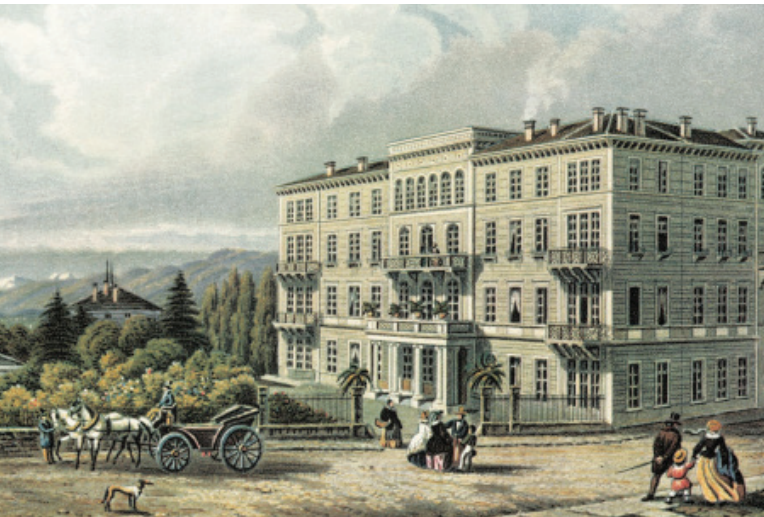
After Karl's unfortunate death in 1914 and shortly after the completion of the new pavilion, his nephew Hans Kern took over the management during this difficult time.

1916

At the age of just 20 and 25, Karl's two sons, Fritz and Hermann Kracht, succeeded him as managing directors.

1949

1949 marked the beginning of a transformative period of renewal under Charles Kracht.



1990

The ongoing renewal, driven by the pursuit of perfection, continued in 1993, when Andrea Kracht, together with his mother Marguitta and sister Gabrielle, carried out one of the largest renovations in the history of the Swiss hotel industry.

2019

In 2019, we reached a historic milestone: 175 years of uninterrupted excellence as one of the oldest five-star hotels, still owned by the founding family.

2024

Today, we welcome guests from all over the world as part of our extended family, always striving to combine innovation with the warm hospitality of the Baur au Lac.

Facts & figures

The following points summarise the most important facts & figures of the Baur au Lac.

- 5-star superior hotel in the heart of Zurich
- 119 rooms and suites (including 27 Junior suites and 18 suites)
- Approx. 400 employees
- 8 trainees
- 32 interns
- A multicultural team representing 54 nationalities
- 365 days of hotel operations per year since 1844
- Hotel park
- 5 seminar rooms, including the legendary "Le Petit Palais"
- Company-owned wine shop called "Baur au Lac Vins"

AFFILIATIONS AND MEMBERSHIPS

The Baur au Lac is one of the "Leading Hotels of the World", a global alliance of over 400 luxury hotels and one of the "Swiss Deluxe Hotels", the association of Switzerland's leading five-star hotels.



LOCAL MEMBERSHIPS

Local memberships are important for sustainability as they strengthen the community and promote environmentally-friendly practices. They support the regional economy and reduce the ecological footprint. They also foster the exchange of knowledge and resources, which in turn promotes sustainable solutions.

INDUSTRY-SPECIFIC MEMBERSHIPS

Alongside local memberships, industry-specific memberships are also essential, as they encourage the exchange of expertise and good practices. They strengthen cooperation within the industry and support the development of environmentally-friendly solutions. Such memberships create a strong sense of community.

AWARDS

The Baur au Lac and its employees received numerous awards for its outstanding achievements in 2024:

- Carmen Többen won the gold medal for "Hotel Reception" skills at the WorldSkills Lyon 2024 competition.
- Alina Prüser secured first place and Emma Nowak third place in the "Sommelier" category at the Marmite Youngster awards.
- The two trainees, Alicia Bosshart and Paolo Pettorino, have successfully completed their apprenticeship in the canton of Zurich and were recognised as the best in their canton, with Alicia named best restaurant specialist and Paolo as the best hotel specialist.
- The hotel has been awarded three Michelin Keys, thus making it one of the most outstanding hotels in Switzerland



Corporate strategy

In 2024, the Baur au Lac introduced a new strategic direction, which is summarised under “strategic landscape”. It is based on a clear vision – “With passionate people to ‘Baur au Lac moments’” – and a mission that places trust, personal responsibility and co-creation at its core.

The strategy is based on four key topics: people, processes, product, and profitability. These strategic drivers form the foundation for the long-term, future-focused development of our company.

Targeted training was held for our managers to introduce the new direction. In external management seminars, they received the knowledge and tools to embed the content in their teams and translate it into practical day-to-day terms.

Sustainability remains an integral part of our strategic considerations. The chosen approach takes into equal account environmental, social, and economic aspects. Through regular reviews and targeted measures, we ensure that targets are not only defined, but also implemented effectively.



The following points are essential for the Baur au Lac and are experienced and applied on a daily basis:

COMMUNICATION

Our communication is fair, honest and understandable. We provide information in a timely, transparent and open manner. In this way, we make an important contribution to a positive working environment and to fostering cooperation.

QUALITY

Our internal quality management system is used to optimise processes, secure expertise and continually improve quality and service.

Feedback from guests and employees, results of internal audits, external influencing factors and requirements of interested parties flows into our improvement process and enables us to continuously improve.

CORPORATE SOCIAL RESPONSIBILITY

At Baur au Lac, social responsibility is firmly anchored in our mindset and practice. We do not understand CSR as an individual measure, but as a long-term promise to people, the environment and society.

Our approach is holistic: we reduce emissions, promote equal opportunities and take decisions with a view to the long term. The focus is on the people we interact with every day – our employees, guests and partners.

CSR is an integral part of our strategic focus. The four key areas of our strategy landscape provide the framework for embedding responsibility purposefully in everyday life – in ways that are measurable, comprehensible and impactful.

CORPORATE VALUES

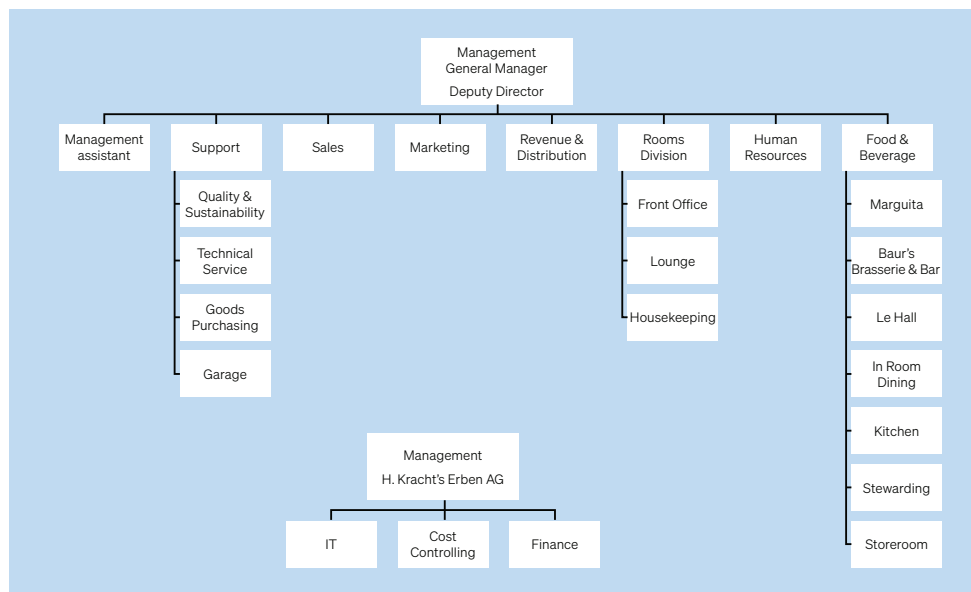
Our corporate values reflect what characterises the Baur au Lac as a company and guide our daily actions:

- **EXCITE**
We inspire our guests with warmth, performance and quality
- **DEVELOP**
We create an attractive overall product with a balance between tradition and modernity.
- **TOGETHER**
We foster a sense of togetherness through a familial and professional working environment.
- **ROLE MODEL**
We cultivate a goal-oriented and participative management style and promote open communication with a healthy error culture.

THE ORGANISATIONAL CHART OF BAUR AU LAC

Why is the organisational chart important for sustainability?

- Clear responsibilities: a well-structured organisational chart ensures that each department and every employee knows exactly the role they play in sustainability initiatives. This promotes a sense of responsibility and engagement at all levels.
- Efficient communication: the clear hierarchy and structure of the organisational chart improves communication between departments. This is critical to coordinating sustainable practices and ensuring that all employees are informed of the latest developments and best practices.
- Resource allocation: a well-thought-out organisational chart makes it possible to allocate resources in a targeted and efficient manner. This helps to successfully implement projects to reduce the environmental footprint and promote social responsibility.
- Continuous improvement: the clear structure makes it possible to monitor and assess progress in sustainability efforts more effectively. This allows us to continuously improve and adapt strategies to become even more sustainable.



A well-designed organisational chart is an important tool for promoting sustainability, creating clarity, improving communication and ensuring that resources are used efficiently. This structure allows us to fulfil our responsibility towards the environment and society while offering guests an unforgettable experience.

Due to its importance, the Baur au Lac has set up a special sustainability team (called the “Green Team”), which is headed by the Quality & Sustainability Manager. The Green Team works closely with all the departments in the hotel to ensure that sustainability goals are integrated into their daily operations.

Sustainability strategy

Making a contribution to the environment and society is crucial. Baur au Lac wants to help ensure that future generations can experience the same beauty and diversity in nature that we enjoy today. The following points were addressed and will be explained in detail in the following sections:

SUSTAINABILITY VISION

“We are shaping a future where hospitality, environmental awareness, and social responsibility are in harmony: for future generations and unforgettable Baur au Lac moments.”

Our vision combines established methods with a forward-looking approach. The goal is to take a leading role in sustainability within the Swiss hotel industry – not through loud communication, but through consistent action. The focus is on environmental, social and economic responsibility – interconnected and firmly anchored in everyday life.

SUSTAINABILITY MISSION

“We take responsibility – through conscious action, transparent processes and strong collaboration.”

Sustainability is not an add-on, but a part of our identity. We create a work environment that is built on trust, diversity and development. At the same time, we focus on resource-efficient processes and develop our offer with care and a focus on what counts. Clearly defined goals and measurable progress ensure that good intentions lead to real impact.

ENVIRONMENTAL SUSTAINABILITY

Sustainability begins in small ways – and grows with every conscious step. In 2024, we further developed our existing measures in the area of environmental responsibility and added fresh impetus. The aim was to carefully use natural resources and integrate ecological principles into our daily operations.

– ENERGY AND CLIMATE

The focus was on optimising our energy use. Through the targeted growth of renewable energy sources and the use of efficient technologies, we were able to further reduce consumption and lower emissions; little by little, but effectively.



- WATER CONSUMPTION

In the back of house, technical solutions were implemented to reduce water consumption. At the same time, the team was actively encouraged to be mindful of their use of water in their everyday work because sustainability is the result of collective action.

- USE OF MATERIALS AND WASTE MANAGEMENT

Our recycling concept has been further refined. The reduction of single-use plastics and the use of environmentally friendly alternatives are integral parts of our operations. The aim is to conserve resources and enhance circular systems – even behind the scenes.

- GREEN SPACE CARE

The Baur au Lac Park has always been maintained with special care. In 2024, the focus remained on nature-oriented design: native plants and no chemicals. This is how we actively contribute to biodiversity in the heart of Zurich.

- CULTURAL HERITAGE AND PROTECTED AREAS

As part of the Green Globe Certification, all legal requirements for the protection of historical sites and cultural assets were met. Treating our cultural heritage with respect remains an integral part of our sustainability strategy.

SOCIAL SUSTAINABILITY

At the centre of our daily work are people: our employees, our guests, our partners. For us, social responsibility means building relationships with respect and care, based on reliability and genuine appreciation.

- ENCOURAGE AND GUIDE EMPLOYEES

In 2024, we deliberately invested in the development of our teams – professionally as well as personally. Further training, tailored-support initiatives and new impulses strengthen competences and create an environment that enables growth. When people are able to thrive, they help to shape the future.

- HELPING THE REGION TOGETHER

Our commitment goes beyond the hotel alone. The cooperation with local organisations was further expanded in 2024 – through joint projects, fundraising campaigns and volunteer efforts. This is how we actively contribute to the community in which we are rooted.

- BRINGING SUSTAINABILITY TO LIFE

Through various channels – from the website to the digital SuitePad and our concierge brochure – we inform our guests about sustainable offers and opportunities to get involved. Small decisions with big impact – conscious, charming, inspiring.

- LIVE CULTURAL RESPONSIBILITY

As part of the Green Globe Certification, all legal requirements for protecting cultural assets were met. The intellectual property of local communities is respected and not commercialised. For us, this goes without saying and is an extension of our values.

ECONOMIC SUSTAINABILITY

At Baur au Lac, long-term value creation, ethical business, and economic stability are inextricably linked to corporate responsibility. We invest wisely, with the aim of shaping the future together with our partners.

- RESPONSIBILITY IN THE SUPPLY CHAIN

Our suppliers share our values. Together, we prioritise transparent processes and fair conditions throughout the entire value chain. Compliance with these standards is regularly reviewed and continuously developed.

- INVESTMENTS WITH FUTURE

Whether infrastructure, technology or service quality, our investments follow a clear principle: they are long lasting, efficient and sustainable. This is how we lay the foundations for a company that will continue to lead in the future.



- CLARITY BUILDS TRUST

Openness is key for us. Through regular evaluations and transparent communication, we strengthen the trust of our employees, guests and partners, while also promoting a culture that welcomes development.

- RESPECT LIVING CONDITIONS

We ensure that our activities have no negative impact on the immediate environment. Access to land, water, energy, or living space is always guaranteed. We consciously bear this responsibility – now and in the future.

SUSTAINABILITY GOALS

2024 was marked by clear progress. Sustainability was not only planned but lived – visible, measurable, embedded in everyday life.

- SHORT-TERM INITIATIVES

A comprehensive recycling concept and the reduction of energy consumption were successfully implemented and firmly integrated into our processes.

- MEDIUM-TERM DEVELOPMENTS

We have taken first steps towards optimising water management and expanding renewable energies. An intelligent consumption control system was introduced and is being developed further.

- LONG-TERM PERSPECTIVE

Our goal is carbon neutrality in accordance with the Swiss Federal Act on Climate Protection (KIG). New projects are consistently evaluated and planned with this goal in mind.

- SUSTAINABLE SOURCING

Our sourcing strategy is being further refined. Social, environmental and ethical criteria guide every decision along the entire supply chain. After all, responsibility begins at the source.



MONITORING AND EVALUATION

Regular reviews and assessments of sustainability measures through internal and external audits ensure that the stated objectives are pursued and continuous improvements are made.

Interest groups

The most important interest groups and stakeholders for the Baur au Lac are defined as follows and in some cases explained further below:

- GUESTS

Hotel guests are at the heart of the Baur au Lac's corporate development. In order to fulfil the growing demand for sustainable offers in the accommodation and catering sector, the services are constantly being adapted. At the same time, guests should be given the freedom to influence how sustainably their stay is organised.

- EMPLOYEES

Employees are also crucial for sustainable development. They are trained to implement environmentally-friendly practices and continuously improve them with the help of the Green Team. Their commitment and satisfaction foster a positive working culture and contribute to the long-term success of the hotel.

- PARTNERS AND SUPPLIERS

The hotel maintains long-standing partnerships, which are characterised by open communication. An agreed supplier code promotes sustainable practices. In addition, the Baur au Lac attaches great importance to social responsibility by requiring fair working conditions and ethical business practices.

- OWNER

Since its founding in 1844, the hotel has been owned and run by seven generations of the Kracht family. Their commitment and strategic decisions shape the hotel's long-term vision and values. Ownership allows and promotes sustainable development by providing the necessary financial resources, which contributes significantly to the hotel's stability and success.

- CITY OF ZURICH

The city of Zurich is deeply committed to sustainable development. Zurich promotes renewable energy, improves public transport, maintains and expands green spaces and operates efficient waste management. These measures make Zurich an important partner, since both parties are committed to a sustainable future.

- HOTELLERIESUISSE INDUSTRY ASSOCIATION

The HotellerieSuisse association is a co-signatory of the Swiss Tourism Sustainability Charter and attaches great importance to this issue. It is particularly important to note that HotellerieSuisse has been completely climate-neutral since 2014.

Fields of action

EMPLOYEES

The field of action “Employees” deals with all aspects of the employees at the Baur au Lac. They are the soul of the hotel and its most important resource.

Educational and further training, equal opportunities, work-life balance or operational health management (OHM) are examples of topics related to sustainability reporting in this area.

WELL-BEING

The Baur au Lac attaches great importance not only to the well-being of its employees, but also to its new employees having a successful start in their new working environment. A key component of the onboarding process is Welcome Day, which aims to welcome new employees and give them an in-depth presentation of the Baur au Lac and its strategy ecosystem.

Employees also have the opportunity to get to know each other, make initial connections and learn interesting facts about the Baur au Lac. Another highlight of the Welcome Day is a guided hotel tour where the new employees get to know the hotel and its special features. There is also a joint lunch in the newly renovated staff restaurant “Relax”.

The new employees also complete cross-working sessions as part of the induction plan. These take place in various departments and allow them to familiarise themselves with and better understand the internal relationships and processes.

A good onboarding process is crucial for the well-being of new employees. A structured induction enables new employees to quickly familiarise themselves with their role and the company and promotes a sense of belonging and motivation, which is why greater attention will be paid to onboarding in the future.

COMMUNICATION

Internal communication at the Baur au Lac is controlled via the ShareauLac platform and message boards at the staff entrances. With these two communication tools, employees have access to all the necessary information, news and documents.

Regular management talks at the Baur au Lac provide a platform for the general manager to answer employees’ questions and provide transparent information about news and changes. These discussions encourage open dialogue and enable employees to take an active part in the company’s development. Management meetings are also held once a month, where management employees discuss key figures, processes and important developments.

In addition to digital communication, interpersonal communication remains a key component. Direct communication fosters understanding and cooperation amongst employees and strengthens the sense of community and is not overlooked in today’s increasingly digital world.



TEAM SATISFACTION AND WORK CULTURE: A REVIEW OF 2024

A strong team is the foundation for our entire company. 2024 was entirely focused on further development; with the aim of creating a motivating, healthy and appreciative working environment.

FEEDBACK AND PARTICIPATION

We listen. Through regular discussions, team meetings and surveys, we invite feedback that is open, honest and constructive. A concrete example of this is the new employee restaurant, which opened in May 2024 and was developed from suggestions made as part of the Great Place to Work survey 2022. The next participation is planned for 2025.

STRENGTHENING EMPLOYEE RETENTION

We have specifically worked on promoting loyalty and attracting new talent by conducting workshops with employees from various departments. These workshops have given rise to other initiatives which are now already being implemented.

NURTURING CAREERS

24 internal promotions in 2024 show that we focus on internal talent management and personal development. When employees take on responsibility, they are supported – and seen.

HEALTH AND SAFETY

No safety-related incidents with legal consequences: this is also a sign of a functioning structure. In addition, we are investing in ergonomic workstations and exercise facilities. A preventive maintenance programme ensures safe processes throughout the entire company.

SHARING KNOWLEDGE

As part of the Green Globe Certification, internal training sessions were conducted in 2024 focusing on environmental and sustainability topics. The aim: raise awareness and actively involve employees.

CO-CREATION DESIRED

Our teams are part of the journey. Employees are deliberately involved in decision-making processes because when they are proactive and contribute ideas, it enhances their sense of belonging and appreciation.

EMPLOYEE EVENTS

Cohesion is built in everyday life – and grows with special moments. In 2024, we put together many such moments as times to celebrate, thank and connect with our team.

FESTIVALS THAT CONNECT

The summer party was a highlight; open to employees and family members, offering space for connection, joy and appreciation. The year-end aperitif in the historic pavilion, as part of the “General Manager Talk”, provided an opportunity to reflect on the past and look ahead together.

INDIVIDUAL RECOGNITION

Birthdays were celebrated with personal cards. Successes – such as at the World Skills – were specifically acknowledged, both internally and on our LinkedIn channel. Apprentices were honoured for completing their apprenticeships during the aperitif, and retirements were celebrated with a festive dinner at the chalet. In 2024, 32 service anniversaries were marked by sincere appreciation from the Executive Committee.

SEASONAL GESTURES

From Easter bunnies to Christmas gifts or seasonal goodie bags, the message remains: we are grateful to have you with us. One highlight: the test drive on the hotel’s boat, Tugenia; an experience that made the community spirit particularly tangible.

STRONGER TOGETHER

All these events are more than programmes – they are an expression of a culture that sees people, nurtures relationships and celebrates success together.

BENEFITS AND PERKS

Employees of the Baur au Lac enjoy the following benefits and perks:

- Family & Friends rate at the Baur au Lac
- Employee rates in Swiss Deluxe Hotels
- Access to an employee portal with discounted products (brands for employees)
- A discount of up to 35% on Baur au Lac Vins beverages
- Freshly renovated staff restaurant with attractive prices (excluding flat-rate deductions)
- Free fruit, bread and pastries
- Annual staff events
- 72 staff rooms in a good location with bathroom facilities
- Excursions for trainees
- Monthly allowance for health insurance
- Organisation of sporting activities – Zurich Marathon and Monday Night Skate

- Free admission to Zurich Zoo (limited daily number of tickets)
- Free admission to the Kunsthaus Zürich (limited daily number of tickets)
- 10% discount on all dental services and products professional partner dental institute
- 15% discount on beauty salon treatments at a partner company
- 10% discount at “The Nail Bar”
- Graf Faber Castell & Caran d’Ache stationery products can be purchased at wholesale prices
- Special price with an exclusive car manufacturer (purchase and leasing)

DEVELOPMENT OPPORTUNITIES

In 2024, our focus remained on the targeted development of our employees, both professionally and personally. For us, continuous development is not a luxury, but rather an integral part of a culture that allows people to grow.

An annually revised training plan is put together on the basis of internal surveys and covers all relevant topics – from workplace and fire safety to leadership skills and sustainability, as well as specialist content such as hygiene and product training. This offer is complemented by individual educational paths such as language courses, part-time study courses or external workshops.

Particular attention was paid to linguistic integration in 2024. The in-house German course supports communication in our multicultural team – which now unites 54 nationalities. A clear sign of diversity and respectful coexistence.

These initiatives not only enhance qualifications and motivation, but also ensure the long-term competitiveness of our company.

SHARING EXPERIENCES

There are various exchanges of experience within the hotel industry, also known as ERFA (experience-exchange) groups. These are organised groups where hoteliers and other industry members meet regularly to share their experiences, discuss operational challenges and learn from each other.

These groups also provide an important platform for benchmarking together and developing new ideas and allow the Baur au Lac to discuss current trends with colleagues and drive innovation.

VOCATIONAL TRAINING

Young talents deserve space, time and real guidance. In 2024, we trained nine apprentices on the Swiss Federal Diploma of Vocational Education and Training programme, in the following fields: restaurant specialist, chef, hotelier and commercial employee. In addition, 54 interns from hotel management schools completed their practical assignments in our departments.

These programmes are more than just a requirement, they are a reflection of our commitment to high-quality training in the hospitality industry. Each trainee is supported by experienced specialists, with the aim of providing practical insights and giving them a helping hand to start their working lives.

We were particularly pleased that two of our apprentices have completed their training ahead of all their peers in the canton. A success that not only shows the commitment of our apprentices, but also the competence and passion of our vocational trainers.

HEALTH PROMOTION INITIATIVE

The health of our employees is very important to us. In 2024, we further developed our corporate health management system, with the aim of creating a holistic, stable and motivating work environment.

Health data is systematically recorded and evaluated to ensure we take action at an early stage – whether in cases of absences, complaints or safety issues. In addition, we rely on face-to-face discussions to find individual solutions together.

Workstations have been optimised with a view to ergonomics: from the height-adjustable tables to the ergonomic seating and suitable equipment to reduce stress in everyday life. Discounted rates at the nearby fitness centre, sporting team activities and regular participation in the Zurich City Triathlon promote both movement and community.

Another positive element is the consistent use of environmentally friendly cleaning agents, which is good for people and the environment. This is how we are creating a healthy indoor climate that benefits everyone.

SAFETY AS A LIVED RESPONSIBILITY

Safety is more than just a concept at Baur au Lac – it is part of our culture. It begins with forward-looking planning, continues with clear structures and is reflected in day-to-day coexistence. In 2024, we further strengthened this area, in organisational, technical and human terms.

A central element is psychosocial emergency management. Our collaboration with the Carelink organisation enables us to respond professionally and considerately even in exceptional situations. The internal crisis team is supported on site as needed – discreetly, reliably and with extensive experience.

In the reporting year, a special focus was placed on emergency preparedness. Our existing disaster and hazard prevention plans were reviewed, updated and officially approved by management. The safety equipment – from personal protective equipment to survival equipment – was systematically maintained and tested for functionality.

Three emergency drills were conducted in 2024. One was a comprehensive exercise in Baur au Lac Park with the entire team. It improved participants' familiarity with the site layout, reinforced the procedures and promoted safety in the event of an emergency. These training sessions make all the difference in real life because they increase confidence and trust.

The first aid expertise was also expanded. Employees with special responsibility received training to enable them to act quickly and correctly in an emergency. We not only provide protection but also ensure safety through knowledge.

Legal requirements in the area of safety and health protection have been fully met – including current insurance policies and internal protection mechanisms for guests and team members. We do not take safety for granted; it is a promise we keep on a daily basis.



Evacuation drill May 2025

Environment

BAUR AU LAC PARK

The park of Baur au Lac is more than a green oasis – it is a symbol of a respectful approach to nature and biodiversity. With its historical tree population maintained by a team of specialists, it makes an active contribution to the urban climate and biodiversity.

Among the most impressive tree specimens are a giant redwood, a ginkgo, a blue Atlas cedar, a tulip tree and some plane trees that are over one hundred years old. They store CO₂, filter rainwater and provide a habitat for animals – all without technical aids.

A special highlight in 2024 was the newly planted herbal bed by the bee house. Carefully selected by the Marguitta kitchen team, the herbs arrive in the kitchen directly and unpackaged – fresh, seasonal and pesticide-free.

To protect wild animal species, no products from endangered species are used, no animals are kept in captivity and no corresponding products are traded. Thus, the park remains a place where nature, culture and hospitality come together harmoniously.

HONEY BEES AT BAUR AU LAC PARK

Since 2016, Baur au Lac Park has been home to four bee colonies with 20,000 bees each in the park. These 80,000 bees belong to the gentle subspecies of western honeybees, the “*Apis mellifera carnica*”.

The honey bees fly up to three kilometres around the Baur au Lac on their foraging flights. Their flight area extends from the China Garden to the Botanical Garden, the ETH, the main railway station, the Arboretum and the Rietberg Museum to the Mythenquai lido.

Each bee colony produces 20 to 40 kg of honey, depending on the weather and the amount of blossom. This is equivalent to a honey yield of 80 to 160 kg per year. Laboratory analyses have detected 29 different types of pollen in Baur au Lac

honey, including forget-me-not, sweet chestnut, horse chestnut, wild garlic, sweet mock orange, smoke tree, maple and honey locust. Baur au Lac honey usually has a “blackberry finish”, even if the sensory qualities can change over the course of the year and from year to year.

The Bee House is a miniature version of the Baur au Lac, modelled on the original construction plans and manufactured in a body shop. The approach path of the Bee House is located exactly where the hotel guests enter the hotel. Instead of an entrance door, there is a landing board that previously served as a pew in the Stans convent.

During major events in the city, the bees are evacuated because the crowds and loud music release vibrations and odours that can disorientate and harm the bees. The beekeeper takes the bees more than three kilometres away so that they are not flying back and are left in peace.

WHY DOES THE BAUR AU LAC HAVE BEES IN THE PARK?

The Baur au Lac launched this project to counteract bee mortality and raise awareness of this issue. Bees are responsible for about a third of the foods consumed by humans, which is why their protection is of great importance.



We are actively committed to global climate protection and invest in internal resource and energy efficiency.

Climate, energy and water

CLIMATE

COOLING WITH LAKE ZURICH WATER

The Baur au Lac uses an innovative method of cooling by utilising lake water from Lake Zurich. The way it works is easily explained: first, the pump draws cold lake water from Lake Zurich, which is then filtered. Due to the depth of the lake, the water remains constantly cool. This cold lake water is used to cool the air conditioning or other systems and flows back into Lake Zurich. Furthermore, the lake water flows through a heat exchanger and is used for the heating system. The water used is then routed back to the lake. This closes the cycle and water is used effectively.

The Baur au Lac technical service records daily data on how much water has been withdrawn, the inlet and outlet temperature of the water and how efficiently the pumps are running.

This approach is particularly sustainable as it uses the natural environment to save energy and reduce the environmental impact. In the privileged location of the

Baur au Lac, Lake Zurich is an ideal source of this method. The use of the lake water pump has already been able to achieve a significant CO₂ reduction.

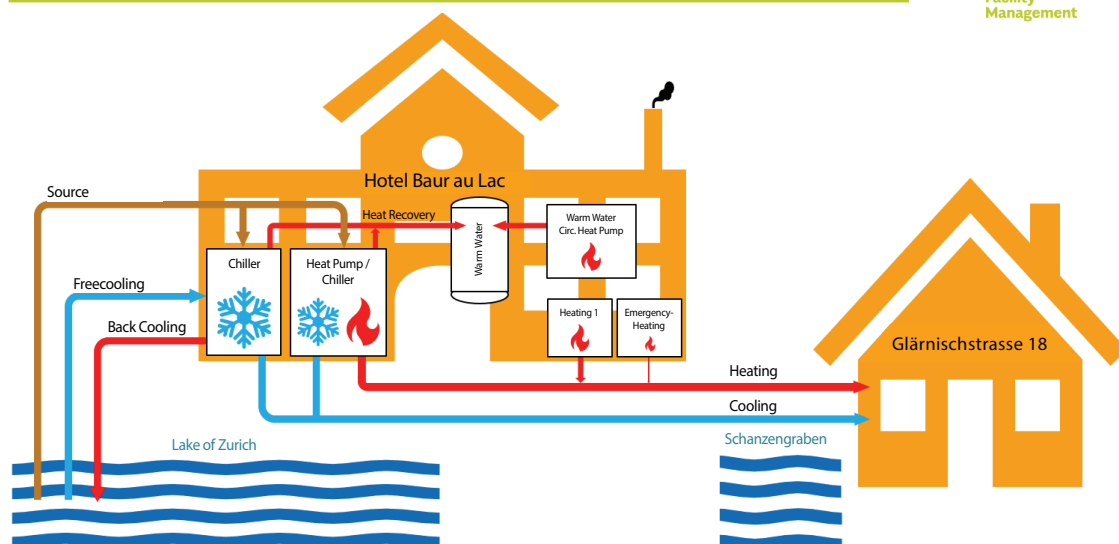
CO₂ EVALUATION

As part of the climate strategy, Baur au Lac collaborates with the Energy Agency of the Swiss Private Sector (EnAW) to systematically record and reduce emissions in line with requirements. The 2024 CO₂ footprint was 871,861 kg CO₂ equivalent – an increase of around 6.5% compared to the previous year, due to higher heating requirements in the winter months.

At the same time, February and March 2024 showed a reduction compared to the previous year, indicating that technical measures and streamlined processes are having an impact. The annual assessment serves not only for accounting purposes, but is also the basis for concrete recommendations to increase efficiency.

Baur au Lac

RMB
Facility
Management



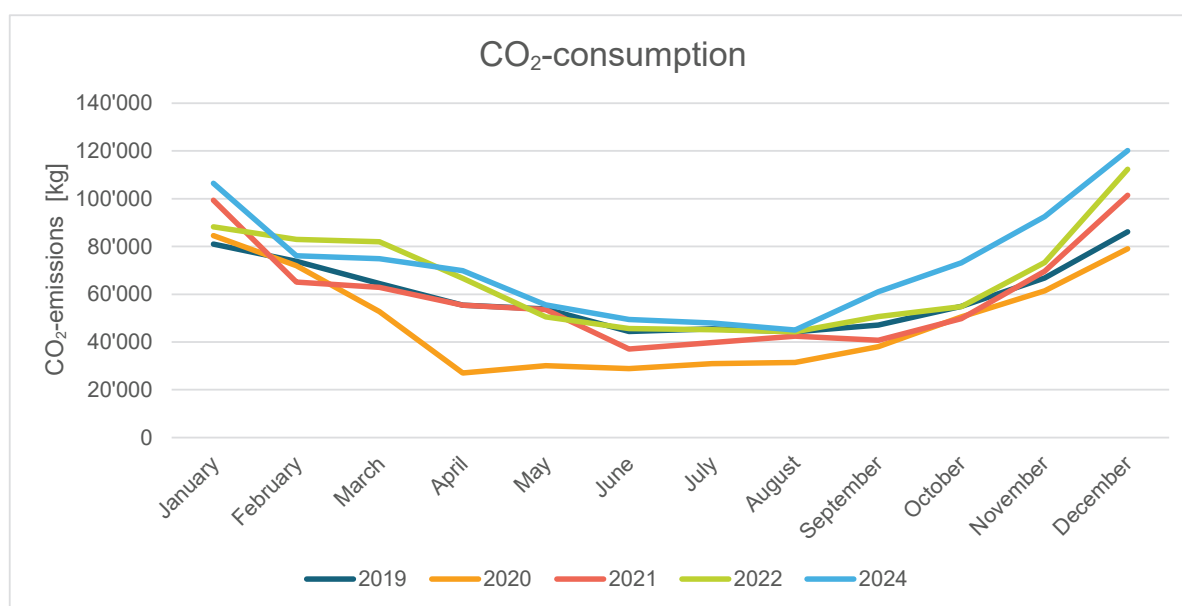
69424 BaL Sustainability
06.06.2025

Composition of CO₂ emissions, electricity, gas and water consumption Hotel BaL

Emission factors

	Factor:	Unit:	Source:
Gas:	0.23	kg/kWh	KBOB / ecobau / IPB 2009/1:2022
Electricity:	0.125	kg/kWh	KBOB / ecobau / IPB 2009/1:2022

Month	kg CO ₂ eq.						
	2019	2020	2021	2022	2023	2024	
January	80'978	84'509	99'280	88'258	106'424	106'470	
February	73'791	71'923	65'118	82'980	88'985	76'055	
March	64'416	52'718	62'848	81'911	87'032	74'825	
April	55'375	26'977	55'380	66'652	70'403	69'870	
May	53'882	30'040	53'548	50'511	33'136	55'555	
June	44'391	28'806	37'066	45'649	45'629	49'406	
July	45'512	30'894	39'815	45'175	45'657	47'926	
August	44'302	31'469	42'401	44'258	45'526	44'995	
September	47'134	38'032	40'685	50'609	45'839	61'019	
October	54'953	50'474	49'805	54'775	60'242	73'136	
November	66'831	61'400	69'554	73'275	68'067	92'494	
December	86'157	79'065	101'436	112'323	122'038	120'110	
Total	717'722	586'305	716'937	796'375	818'977	871'861	



Energy

ENERGY EFFICIENCY WITH RESPONSIBILITY – POWER AND GAS IN FOCUS

A conscious use of energy is an integral part of sustainable operations at Baur au Lac. In 2024, numerous initiatives were implemented to use electricity and gas more efficiently and to further reduce the ecological footprint.

ELECTRICITY CONSUMPTION: PROGRESS THROUGH TECHNOLOGY AND AWARENESS

As part of the annual renovations – around 10% of the rooms – outdated appliances were replaced with modern, energy-saving models. Public areas such as restaurants, banquet rooms, the lobby, fitness area and staff offices were also extensively modernised.

The switch to LED lighting and the use of intelligent control systems for lighting and air conditioning proved to be particularly effective. This was complemented by training sessions that raised awareness of energy-efficient behaviour.

The implemented measures include:

- Modernisation of heating technology
- Optimisation of hot water treatment
- Adjustment of control systems to actual usage times

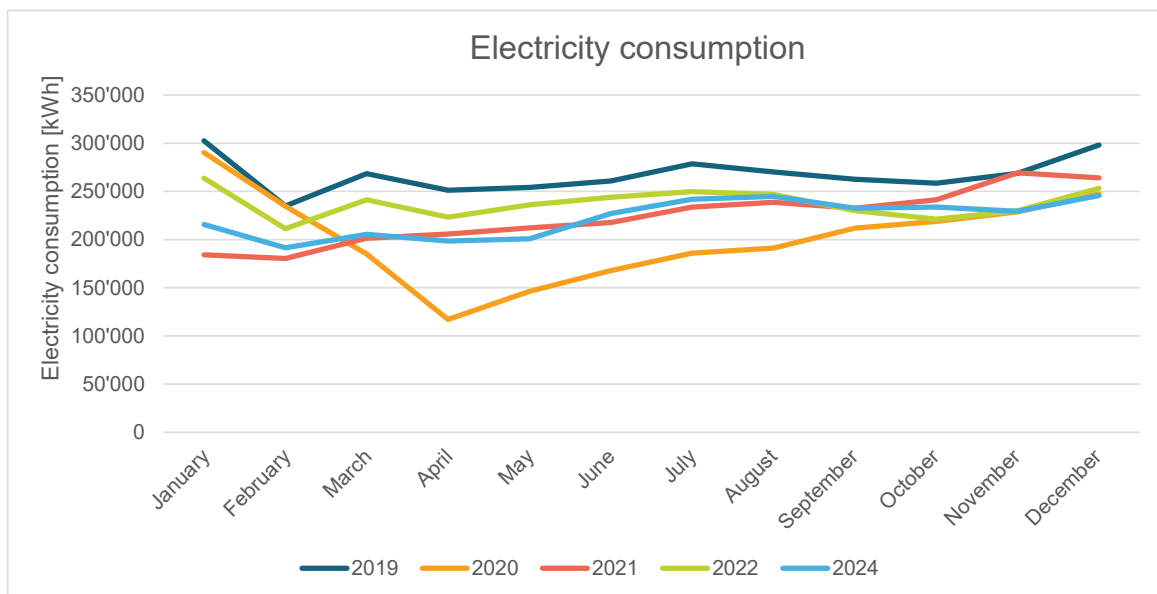
ENERGY CONSUMPTION UNTIL SEPTEMBER 2024

2,166,964 kWh (2023: 2,656,995 kWh) – despite higher utilisation, a clear reduction compared to the previous year.

69424 BaL Sustainability
06.06.2025

Composition of CO₂ emissions, electricity, gas and water consumption Hotel BaL

Electricity	kWh						
Month	Year	2020	2021	2022	2023	2024	
	2019						
January	302'457	290'137	184'067	263'638	222'316	215'752	
February	234'896	234'655	180'234	211'356	186'351	191'345	
March	268'377	184'980	201'220	241'193	212'355	205'369	
April	251'109	117'049	205'725	223'280	204'728	198'373	
May	254'168	146'225	212'216	236'004	220'605	200'874	
June	260'744	167'908	217'726	243'812	235'901	227'125	
July	278'676	185'919	233'840	249'606	237'339	241'793	
August	270'229	191'034	238'550	246'772	236'900	244'799	
September	262'603	211'918	232'561	229'826	232'152	232'684	
October	258'531	218'697	241'173	221'034	212'247	233'837	
November	268'810	228'723	269'386	229'817	219'277	229'325	
December	298'020	247'314	264'147	253'170	236'824	245'688	
Total	3'208'620	2'424'559	2'680'845	2'849'508	2'656'995	2'666'964	



GAS CONSUMPTION: IDENTIFYING CHALLENGES

Gas consumption rose in 2024 to 2,341,263 kWh – an increase of about 10.6% compared to the previous year. The main reason was a longer heating period as well as lower average temperatures in the winter months.

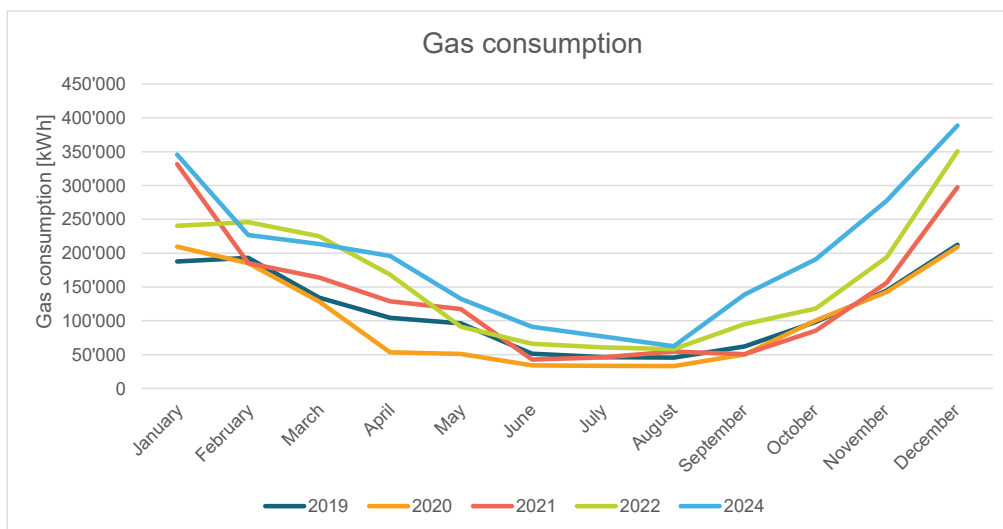
At the same time, the summer months showed a positive trend with a decline in consumption thanks to technical improvements and conscious user behaviour.



69424 BaL Sustainability
06.06.2025

Composition of CO₂ emissions, electricity, gas and water consumption Hotel BaL

Gas Month	kWh						
	2019	2020	2021	2022	2023	2024	
January	187'699	209'747	331'617	240'448	341'890	345'657	
February	193'170	185'178	185'170	245'914	285'614	226'682	
March	134'214	128'674	163'893	225'052	262'988	213'711	
April	104'290	53'676	128'975	168'443	194'836	195'972	
May	96'133	51'138	117'483	91'350	24'174	132'373	
June	51'297	33'989	42'828	65'968	70'181	91'371	
July	46'424	33'278	46'023	60'757	69'520	76'963	
August	45'755	33'000	54'707	58'312	69'187	62'588	
September	62'212	50'183	50'500	95'134	73'131	138'840	
October	98'418	100'594	85'472	118'024	146'569	190'899	
November	144'477	142'649	156'002	193'685	176'770	277'516	
December	212'627	209'349	297'468	350'769	401'890	388'691	
Total	1'376'716	1'231'455	1'660'138	1'913'856	2'116'750	2'341'263	



RESPONSIBILITY BEYOND THE HOTEL

In accordance with the Green Globe Certification standard, we ensure that the hotel operation has no impact on the surrounding area's energy supply. Electricity, gas, water and telecommunications are fully available to the surrounding households.

WATER

CONSTRUCTION FILTER FOR THE BACK OF HOUSE AREAS

The back of house areas of a hotel include all the rooms behind the scenes. In these areas, constriction filters have been installed in the water taps. This measure allows considerable water savings, as about one third less water is consumed per tap. This corresponds to a saving of about six litres of water per minute.

This initiative is currently in its trial phase. At the same time, we are looking for possible future solutions for the guest rooms to optimise water consumption there as well.

WATER SAVINGS THROUGH GUEST DECISIONS

Since autumn 2023, hotel guests have been able to use the digital SuitePad to determine for themselves how often their bed linen and towels are changed – daily or every two days. This system not only supports the economical use of water and energy, but also promotes active environmental awareness.

In the laundry, only products with the European Ecolabel or equivalent standards are used. Perchloroethylene is completely avoided. Dry cleaning is carried out with certified agents, and fresh linen is delivered without the use of plastics.

The wastewater management also meets the highest standards. Grey water and service water are treated in an environmentally friendly manner – without health or ecological risks. Throughout the entire reporting year, no bodies of water were affected by operational activities.

WASTE MANAGEMENT AND RECYCLING – STRUCTURED PROCESSES FOR A SUSTAINABLE FUTURE

In 2024, waste management was completely restructured. A visual guide to the concept enables 33 different recyclable materials to be separated – with colour-coded containers, clear pictographs and bilingual captions.

Implementation of the new concept began in the waste disposal area and was expanded to 16 housekeeping stations, 4 waste stations, and 4 in-room dining areas. A special focus was placed on adapting to room sizes as well as on training by the Stewarding team.

The first evaluation – September to December 2024 – shows that the recovery rate has improved significantly. With the exception of ceramic and hazardous waste, nearly all materials could be returned to the materials cycle.

The office areas on the ground floor and the hotel garage have also been integrated – another step towards consistently sustainable resource management.

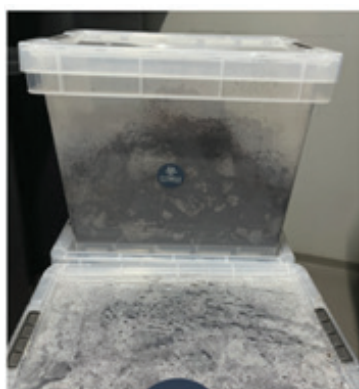




ADDITIONAL SUSTAINABLE INITIATIVES AT THE BAUR AU LAC FROM COFFEE TO DELICACY: CIRCULARITY WITH FLAVOUR

Since October 2024, coffee grounds have been collected at Baur au Lac and used by the Zurich start-up Citypilz to cultivate gourmet mushrooms. Between October and December, 611 kilograms of coffee grounds were passed on – this corresponds to about 50,883 cups of coffee.

This initiative is more than recycling – it saves approximately 1,222 kilograms of CO₂ annually. In the long term, the hotel kitchens will use the mushrooms cultivated from the grounds – a local, closed cycle that combines culinary excellence with ecological responsibility.



1

Kaffeesatz im BAL-Kühlraum gelagert, CO₂-neutral per Velo abgeholt.



2

Das externe, kontrollierte und professionelle Pilzwachstum auf unserem gekühlten Baur au Lac Fairtrade- und Bio-Kaffeersatz.



3

REUSE OF WIRE BAIL JARS

SUSTAINABLE PARTNERSHIP WITH LOCAL ADDED VALUE

Since August 2024, the Baur au Lac has been collaborating with Zürcher Suur GmbH, which produces fermented foods from Swiss organic vegetables. Unused wire bail jars are collected, cleaned and regularly handed over for reuse.

In the reporting year, 508 jars were saved – a reduction of around 1,194 kilograms of CO₂, since the production of glass is particularly resource intensive. The handover is carried out by the Stewarding team, which also coordinates the selection of jars. It's a quiet but effective partnership with local benefits – entirely in the spirit of a respectful approach to resource use.

The collaboration with Suur GmbH was intentionally not for public visibility, but serves as an example of Baur au Lac's silent yet effective commitment to a sustainable future, characterised by responsible business, local ties and the aim to make a difference even in the details.

SOAP RECYCLING

IMPROVE HYGIENE, PRESERVE RESOURCES

In 2024, the successful partnership with the non-profit organisation SapoCycle was continued. The aim is to use soap products in a meaningful way while simultaneously supporting social projects.

In the hotel, both solid and liquid soaps from the guest rooms are systematically collected. The items are stored in clearly labelled, blue collection boxes, which are regularly picked up by an external transport partner and given to SapoCycle.

There, the soaps are cleaned in hygienic conditions, sterilised and sorted. Solid soap pieces are cut up and pressed into new soaps. Liquid products undergo a separate process in which no additional chemicals are added. The finished hygiene items are subsequently distributed to people in need – particularly in regions with limited access to sanitary facilities.

A YEAR WITH SIGNIFICANT IMPACT:

- In 2024, 106 kg more solid soap was collected than the average for 2016–2023 – an increase of 153.62%.
- A total of 24.1% of the amount of soap collected since the start of the project was collected in 2024.
- Since liquid soaps started being collected in 2022, a total of 1,454 kg has been recycled – of which 694 kg

in 2024, corresponding to 47.73% of the total volume.

– In comparison to the average for 2022 and 2023, this represents an increase of 82.68%.

This development should be viewed independently of the guest volume – it is a reflection of targeted process optimisation, clear communication and a dedicated team.

Another key aspect of this initiative is that soap processing takes place in social workshops for people with disabilities. So not only are new products created, but so are protected jobs and prospects. Thus, the project contributes both to the environment and to society.

CANDLE WAX RECYCLING

WAYS OF HOPE FOR THE ENVIRONMENT AND SOCIETY

In 2024, the Baur au Lac continued its successful collaboration with the Zürcher Eingliederung association candle manufacturer. 135 kilograms of candle wax were collected and donated to the workshop.

There, the wax is carefully cleaned, processed and made into new candles. The paraffin used is an excellent



candidate for reuse – it retains its burning properties even after the first use.

The production is carried out by people with mental or psychological disabilities in protected work structures. Thus, a seemingly residual product becomes a valuable product with social, environmental and local benefits.

PROMOTING THE LOCAL ENVIRONMENT INSPIRATION FOR AUTHENTIC EXPERIENCES

In 2024, the Baur au Lac also actively committed to bringing its guests closer to the cultural diversity and natural beauty of Zurich and its surroundings. The digital concierge brochure “Things to do” has been updated for 2024 and offers guests a carefully curated selection of excursion ideas, cultural events and seasonal recommendations in Zurich and the surrounding area – from classics to insider tips.

It is available digitally through the Concierge and Reservations teams and promotes conscious experiences that help boost local providers and promote sustainable travel.

SUSTAINABLE COFFEE AFTER ENJOYING THE EXPERIENCE, THE CYCLE BEGINS: RECYCLING COFFEE CAPSULES IN THE 2024 FINANCIAL YEAR

The entire range of coffees has been switched to fair trade and organic coffee. This carefully selected switch perfectly complements the hotel's previous product range and supports the hotel's sustainable development.

In the 2024 financial year, the recycling of coffee capsules at Baur au Lac was further strengthened. For the past two years, used Nespresso capsules and pads have been collected throughout the hotel. Through targeted training and cross-team awareness, the collection volume was increased by 136.04% compared to

Organic coffee is grown and processed according to strict ecological standards. The cultivation areas are farmed without synthetic pesticides, herbicides or chemical fertilisers, which contributes to the reduction of environmental impact and to the protection of biodiversity. Sustainable coffee farms are also committed to preserving the soil and conserving water resources.

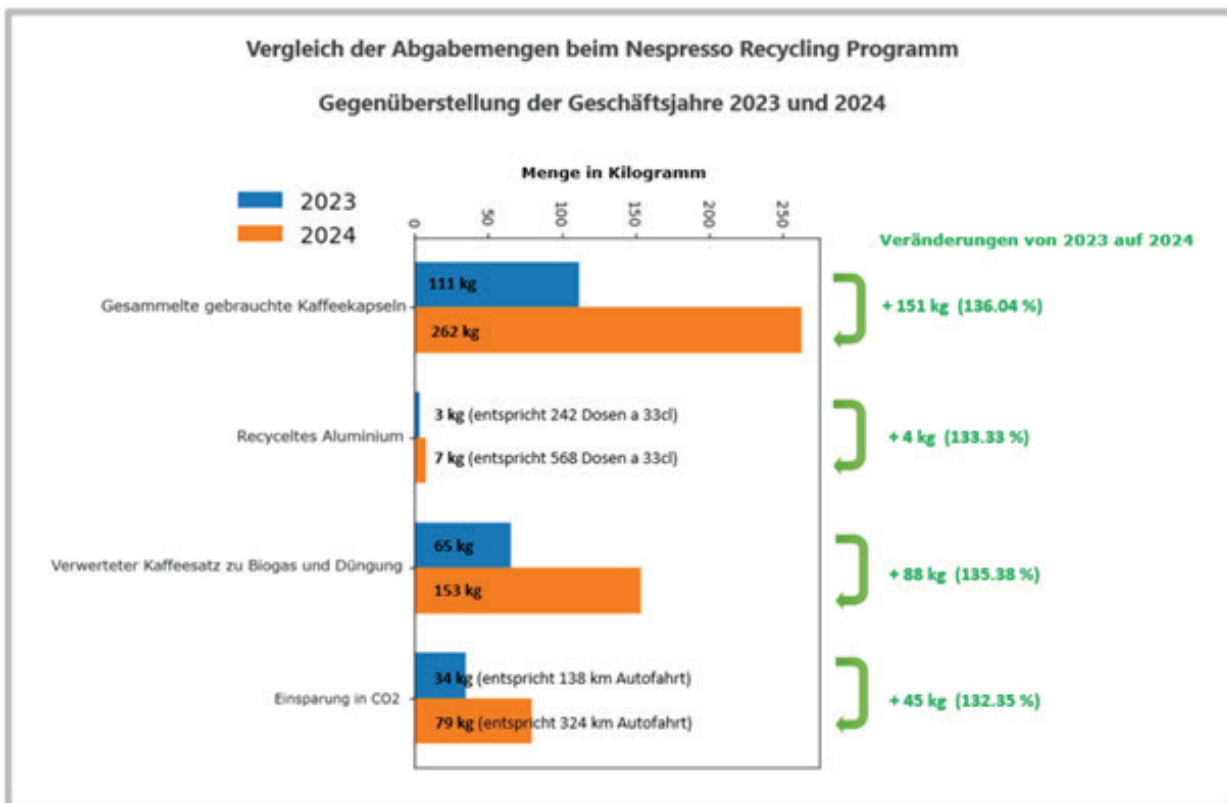
Fair trade coffee aims to ensure fair working conditions and fair pay for coffee farmers. It is produced according to social, economic and environmental criteria. Farmers receive a fixed minimum price for their coffee, as well as a fair trade premium that is invested in community projects. The origin of the coffee beans is traceable and fair trade practices are observed.

the previous year – which corresponds to 151 kilograms more.

Capsules are collected in clearly marked containers in guest rooms, offices and event areas. The process is integrated into the day-to-day work, with all the departments contributing.

What happens to the collected material is an example of a functioning circular economy:

- The aluminium in the capsules is melted down and used for new products, including bicycles, window frames, Swiss pocket knives or new capsules.
- The coffee grounds are used to produce energy in biogas plants or are used as organic fertiliser in agriculture and viticulture.





The figures are based on the official Nespresso recycling certificates for 2023 and 2024. They impressively demonstrate how structured processes, committed employees and strong partnerships can have a tangible environmental impact – in everyday life and in practical terms.

SUSTAINABLE PAPER AT THE BAUR AU LAC

The Baur au Lac Hotel focuses on sustainability and purchases printing and writing paper, envelopes as well as invoice and business templates locally. These products consist of at least 30% recycled ingredients or non-tree fibres or are FSC-labelled.

EXCHANGE AND TRANSFER OF MATTRESSES

In order to maintain the quality of sleep comfort at a consistently high level, the mattresses are replaced regularly with new ones. However, the old mattresses are not disposed of, but will be retained and passed on to recognised social organisations.

SUSTAINABLE BEDDING

The duvets and pillows are made from organic cotton and down from animals raised in a controlled and organic manner, which guarantees a reduced ecological footprint and a healthy sleep climate.

The high quality and careful processing of the bedding ensure a long service life, which means it needs to be replaced less frequently and produces less waste. Modern technologies in production conserve resources and

minimise energy consumption.

A special recycling process extends the life cycle of feathers and down by gently cleaning and reusing them. Non-reusable components are composted. The production company also ensures fair wages, fair social benefits and the protection of resources and the environment.

SUSTAINABLE SOURCING: RESPONSIBILITY BEGINS AT THE SOURCE

In 2024, the sourcing strategy was consistently further developed. The Supplier Code of Conduct ensures that all partner companies adhere to environmental, social and ethical standards. A focus was on reducing packaging.

Together with over 134 suppliers, the following measures were implemented:

- Packaging materials were returned and reused
- Compostable and plastic-free alternatives were used
- Bidons were recycled
- Reusable transport packaging was used

These approaches complement initiatives for reducing food waste, promoting regional products and avoiding single-use plastics, in a partnership-oriented and solution-focused manner.



Society and market

This area of action is about maintaining relationships with external stakeholders. Topics such as social projects, donations, sponsorships and corporate volunteering are part of this commitment.

SOCIAL COMMITMENT SUSTAINABLE DEVELOPMENT THROUGH DONATION AND CHARITY EVENTS

The Baur au Lac is aware of its responsibility and is regularly involved in fundraising and charity events. Through these activities, it makes a significant contribution to sustainable development, in line with the first goal of the United Nations Sustainable Development Goals (SDG), which is part of the 2030 Agenda.

The Sustainable Development Goals aim to improve the lives of all people around the world, eliminate poverty and promote peace and health.

A MATTER CLOSE TO OUR HEARTS: THE “KISPIBALL” – A CELEBRATION FOR A GOOD CAUSE

In 2005, the Baur au Lac and the Zurich Children’s Hospital created a very special event, the “Kispiball”, a lavish celebration with culinary highlights on the one hand, as well as music, dance and entertainment on the other. Above all, however, this is a charity event that aims to generate as much profit as possible for the Zurich Children’s Hospital. The proceeds of each ball go to a special purpose/project of the Children’s Hospital. In recent years, a total of around CHF 9 million has been transferred to the Children’s Hospital as a result.

PARTNERSHIP FOR KNOWLEDGE TRANSFER AND INNOVATION

The Baur au Lac is collaborating with the St. Gallen Symposium, a world-leading platform for cross-generational dialogue and collaboration. The St. Gallen Symposium brings together today’s managers with future leaders and offers a student-centred platform for discussing important social and economic issues at the highest level.

For the Zurich area, the Baur au Lac supports the St. Gallen Symposium by providing free event facilities.

Through this support, the hotel helps to ensure that key social issues are discussed comprehensively and at a high level.



COMBATTING FOOD WASTE

Under the motto “Tasting not Wasting”, the Baur au Lac, together with “Swiss Table” foundation (Schweizer Tafel), is committed to combatting food waste and promoting sustainable practices in the catering industry. The kitchen crew at the Baur au Lac creates various dishes from high-quality products that are discarded and donated by retailers, demonstrating how valuable discarded fresh produce can be. What exactly is on the gala menu depends entirely on the selection of food donations, which will be delivered by Swiss Table on the morning of the event.

All of the proceeds from the event as well as all donations (approx. CHF 30,000) received during the course of the evening will be donated to Swiss Table.

FUTURE DAY 2024:

A LOOK BEHIND THE SCENES OF THE HOTEL INDUSTRY

The Baur au Lac also participated in Future Day 2024 in the canton of Zurich. 20 students took the opportunity to get to know the hotel and its careers.

Accompanied by dedicated employees, they received hands-on insights into various departments and were able to ask questions and gather initial experience – an encouraging day for young people that makes job profiles real and opens up prospects.

Future Day is an integral part of the social commitment of Baur au Lac; a contribution to the promotion of young talent with effect beyond the day.

ART IN THE PARK

ART AND CULTURE AT THE HEART OF THE BAUR AU LAC

During “Art in The Park”, the Baur au Lac allows guests to experience art and culture in a relaxed and inspiring environment. This annual exhibition of high-class sculptures brings local and international artists together and provides them with a platform to showcase their works to a broad audience in the hotel’s park.

With “Art in The Park”, Baur au Lac makes a valuable contribution to promoting art and culture and strengthening the community, and shows how art can act as a connecting element.

TUGENIA

The Baur au Lac Zurich and the “Historische Zürichseebote” foundation have entered into a partnership to offer the hotel’s guests a unique experience on Lake Zurich. The historic electric motorboat “Tugenia”, built in 1904, can be used for exclusive picnics where guests can enjoy the picturesque backdrop of the Swiss Alps and experience culinary highlights.

This collaboration takes into account various Green Globe indicators, including experience and interpretative tourism as well as cultural heritage. This partnership will make a sustainable and positive contribution to tourism that extends far beyond the immediate business activities.



Tugenia

ART AT THE BAUR AU LAC

The integration of local art is an essential part of the philosophy aimed at promoting the region's cultural diversity and artistic heritage. Numerous picture frames can be found in the guest rooms, while the lobby is decorated with gold-plated frames produced by a prestigious atelier in Zurich. Lithographs come from an art dealer in Chur, while antique furniture and decorative objects are sourced from an antiques dealer in Vevey. Lithographs by a talented artist from Appenzell Innerrhoden and works by a Swiss-French architect and artist are exhibited in some of the rooms. In addition, photographs of sculptures by a well-known Swiss sculptor and painter, as well as works by a renowned Swiss photographer, adorn many of the rooms.

A particular highlight is the work of art behind the reception, created by a famous Swiss artist named Nicola Party especially for this location. Other works by Swiss artists can also be found in the rooms of the Baur au Lac, reflecting the diversity and richness of the local art scene. This careful selection and presentation of local works of art not only contributes to aesthetic design, but also promotes awareness and appreciation for the region's cultural treasures.



Art in the Park

Prospects for a greener and fairer future

The hotel industry is facing a variety of challenges, such as the changing labour market situation, advancing globalisation, climate change, currency risks, digitalisation and demographic change.

DIGITALISATION

The future of the hotel industry is already heavily shaped by digitalisation, and this will intensify in the coming years. The aim should be to automate superfluous repetitive work without neglecting personal contact with guests. The Baur au Lac therefore explores digital trends and examines their implementation in-house. One of the current priorities is the introduction of a document management system to increase work efficiency and reduce paper consumption.

CHANGED LABOUR MARKET SITUATION

Competition for top talent in the hotel industry is becoming increasingly intense, as the market for well-trained specialists is shrinking. To counteract this development, the Baur au Lac is taking specific measures to increase the attractiveness of the sector. As mentioned, projects such as employer branding, support for further training, work-life balance and an appreciative management culture are essential for retaining existing employees and attracting new talent. A healthy error culture, open communication and strong team cohesion create a motivating working environment.

CLIMATE CHANGE

Tourism suffers from the consequences of climate change and at the same time contributes to its development. It is therefore crucial to face the challenges of climate change and to develop appropriate strategies. The Baur au Lac is committed to the sustainability chart of Swiss tourism and continuously reduces greenhouse gas emissions per overnight stay. Planned future measures include energy and resource efficiency as well as the reduction of food waste.

Closing remarks

2024 was a year of consolidation for the Baur au Lac. With the first Green Globe Certification behind us, we have created structures that make our responsibilities visible: clear, binding and measurable. The focus was never on rapid success, but rather on long-term, effective development.

The progress achieved – whether in energy management, along the supply chain, or in the promotion of our employees – is a reflection of a strong togetherness. It shows what is possible, when conviction and commitment come together.

At the same time, we remain very much aware that sustainability is not a destination. It is a path that we continue further along every day – with a keen eye, with a willingness to learn and with the conviction that real change begins in the details.

With our new indicators system, we are laying the foundation to steer our impact more purposefully and to identify new potential. What guides us is our aspiration, not only to take responsibility but to make it visible and bring it to life.

Our heartfelt thanks go to all those who are shaping this path with us – with trust, openness and the desire to achieve more together. Our journey continues. With each day. In every detail. And in every moment together.

Kind regards,

Christian von Rechenberg and the Baur au Lac team

BAUR ^{AU} LAC