

## MEDIA RELEASE

### HOTEL SCHWEIZERHOF BERN WINS MYCLIMATE AWARD

Bern, 11 March 2019 – **On Thursday, 7 March 2019, myclimate honoured the Hotel Schweizerhof Bern with the myclimate Award at the ITB Berlin, the world’s leading trade show for the travel industry. Calling the hotel a "pioneer of holistic sustainability in hotel operations", this climate protection organization recognised sustainable and economically successful tourism offers at this year's ITB by bestowing this prestigious award on leading-edge companies in these activities.**

The Hotel Schweizerhof Bern has been a myclimate partner since October 2017. Every year, the hotel and myclimate calculate a comprehensive CO2 scorecard, which registers the hotel’s greenhouse gas emissions. In addition to a number of effective measures to reduce emissions in its operations, the hotel also introduced climate-neutral overnight stays last year, making the Hotel Schweizerhof Bern & THE SPA the only hotel in the city of Bern with this offer, and helping it reduce its emissions year after year. "Today, as a luxury hotel, it is important that our growth is sustainable," said Iris Flückiger, General Manager at the Hotel Schweizerhof Bern & THE SPA. "It is a long process and there is still much to be done, but we are very proud to have been given this recognition, as it truly motivates us to continue our efforts."

#### CLIMATE NEUTRAL OVERNIGHTS

As sustainability is the hotel’s highest priority, guests staying at the Schweizerhof Bern have the possibility to book their overnight stays in a way that is fully climate-neutral. Approximately 47 kg of CO2 are emitted per overnight stay at the Hotel Schweizerhof Bern, an amount that is roughly equivalent to the CO2 emitted by a car driving about 140 km (90 miles). A voluntary contribution of 4 Swiss francs per overnight stay guarantees that a guest’s stay will be climate-neutral, as this money is donated by the hotel to support a climate protection project in Madagascar that saves a similar amount of CO2 from being produced locally. Focusing on the production and distribution of efficient, climate-friendly solar cookers, this project means that users of these cookers no longer need to use cut wood as a fuel for cooking, and thus it is helping to slow the otherwise rapid deforestation of Madagascar.

In the future, the hotel also aims to offer meetings and admission to THE SPA that similarly compensate CO2 emissions in Bern and will thus also be entirely climate-neutral.



Further information about our CSR engagements can be found here:

<http://www.schweizerhof-bern.ch/de/nachhaltigkeit>

#### **THE GREEN BUSTERS**

Since 2016, the Schweizerhof Bern, under the direction of the CSR Manager, has had an in-house environmental group called "The Green Busters". This group meets regularly with the mission of making the Hotel Schweizerhof Bern & THE SPA more environmentally friendly. Several of The Green Busters' proposed projects have already been implemented or are in the starting blocks now.

#### **HOTEL SCHWEIZERHOF BERN & THE SPA**

The Hotel Schweizerhof Bern & THE SPA is part of the Bürgenstock Selection, headquartered in Zug, Switzerland. The hotel's array of accommodation and special venues includes 99 rooms and suites; the 800 m<sup>2</sup> Bel Etage with 11 meeting and event rooms, including the legendary Salon Trianon ballroom; the restaurant Jack's Brasserie with its 14 Gault Millau points; a splendid Cigar Lounge; a 500 m<sup>2</sup> spa; and the unique Sky Terrace. The Bürgenstock Selection's corporate portfolio consists of the Hotel Schweizerhof Bern & THE SPA, the Royal Savoy Hotel & Spa Lausanne (196 rooms) and the Bürgenstock Resort Lake Lucerne (383 rooms). The total amount invested in the Bürgenstock Selection amounts to one billion Swiss francs.

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