



Global Sustainability Ski Alliance

Leading Ski Resorts Join Forces for Sustainable Tourism

Innsbruck, 7 May 2025 – The leading ski resorts, including Compagnie des Alpes (France), KitzSki (Austria), Kronplatz (Italy), LAAX (Switzerland), Levi Ski Resorts (Finland), NZSki (New Zealand), Oberstdorf Kleinwalsertal Bergbahnen (Germany), and SkiStar (Sweden, Norway) together operate more than 800 ski lifts and account for approximately 25 million skier days. On May 7, 2025, at the InterAlpin in Innsbruck these resorts officially launched the Global Sustainability Ski Alliance – the first-ever initiative of its kind in the ski industry. **By joining forces, the members are now amplifying their individual efforts, pooling resources and expertise to take even greater strides in reducing CO2 emissions and promoting sustainable innovations in ski tourism.**

A shared commitment to sustainability

The newly founded Global Sustainability Ski Alliance sees itself as a driving force for sustainable tourism in times of climate change. All participating companies have already implemented individual sustainability initiatives in recent years – now they are pooling their expertise. “As an industry that is genuinely involved in maintaining stable winter conditions, it is our responsibility to help shape change and play a pioneering role. We are focusing our efforts on the necessary emission reductions to comply with the Paris Agreement in our own operations, and we now need to collectively cooperate to increasingly involve our supply chains”, says **Dominique Thillaud, CEO of Compagnie des Alpes**.

“We are proud to have taken the initiative to establish the Global Sustainability Ski Alliance, bringing together some of the world’s leading ski resorts to collectively drive progress towards a more sustainable industry. By sharing insights, data and innovations, we can accelerate the actions needed to address the climate challenges facing ski tourism today”, adds **Stefan Sjöstrand, CEO SkiStar**.

“In Levi Ski Resort, we are strongly committed to promoting the existence of White Winters in the future as well. With the Global Sustainability Ski Alliance, the industry is strengthening international cooperation, sharing best practices, and jointly finding and developing sustainable solutions to ensure the future of winter sports”, says **Levi Ski Resort’s CEO Jouni Palosaari**.

Key Actions to Drive Change

In light of the urgent climate crisis, the alliance has recognized that the transition is not only about reducing the ecological footprint but also requires profound changes in business processes – from infrastructure to supply chain management. “We are working with our suppliers to prioritize actions based on the decarbonization needs and support them in developing low-carbon innovations. International collaboration with top partners from the cable car and tourism industries in the fields of mobility, energy consumption, sustainability, and research & development is essential for us as a company to ensure continued positive and successful development for the future”, **Anton Bodner and Christian Wörster, board members of KitzSki** state.

“By standardizing environmental data and developing performance indicators, the environmental impact of the alliance and its supply chains will be continuously monitored”, explains **Andreas Dorfmann, CEO from Kronplatz**. Another key focus of the members is the modernization of infrastructure: “We are advancing electrification, maximizing energy efficiency, and relying entirely on renewable energy – all with respect to nature”,



adds **Reto Gurtner, CEO and president of Weisse Arena Group**, the company that operates the ski resort LAAX. These measures reduce emissions and ensure long-term sustainability of operations.

Supporting Local Communities

The alliance is also committed to strengthening local communities, taking on social and regional responsibility alongside environmental protection. The tourism operators see themselves as an integral part of the local communities, with a direct impact on jobs, economic cycles, and quality of life in the region.

To make this contribution measurable and comparable, the members exchange best practices for measuring and communicating their commitment. “We want to demonstrate how sustainable tourism works in practice – economically viable, environmentally effective, and socially responsible”, emphasizes **Henrik Volpert, CEO of OK Bergbahnen**.

Innovation and Collaboration as Pillars for Success

“The true strength of our alliance lies in our shared ambition to sustainably transform the industry through collective responsibility and groundbreaking innovations”, says **Paul Anderson, CEO of NZSki**. Through coordinated knowledge sharing, joint prioritization of actions, and technical collaboration, progress will not only be accelerated but also made scalable.

With their structured, data-driven approach and broad coalition, the members of the Global Sustainability Ski Alliance aim to send a clear message that sustainable tourism is achievable, measurable, and economically viable.

Responsible Contacts:

CDA: Sandra Picard, sandra.picard@compagniedesalpes.fr., +33.1 46 84 88 53, **Xavier Yvon**, xavier.yvon@corp-us.fr, +33.6 88 29 72 37

KitzSki: Christian Wörister, c.woerister@kitzski.at, +43 664 611 88 67

Kronplatz: Thomas Reiter, thomas.reiter@kronplatz.org, +39 348 0428505

LAAX: Martina Calonder, medien@laax.com, +41 81 927 70 26

Levi: Marko Mustonen, marko.mustonen@levi.fi, +358 40 518 4559

NZSki: Mandy Cooper, mandy.cooper@nzski.com, +6427 337 7907

OK Bergbahnen: Miriam Frietsch, m.frietsch@ok-bergbahnen.com, +49 8322 9600 2325

SkiStar: Åsa Bergendorf, press@skistar.com, +46 76 765 09 65

About the ski resorts:

Compagnie des Alpes: As a major player in the leisure industry, Compagnie des Alpes (CDA) has been shaping the leisure experience for millions of people throughout Europe for over 35 years. Today, CDA has 6300 employees, 10 of the finest mountain resorts in the Alps, 13 renowned leisure parks, outdoor mountain activities, the co-leader in 5-a-side soccer and the leader in padel... It is also the 1st real estate network in the Alps and the 1st French mountain tour operator.

KitzSki: Bergbahn Kitzbühel AG (KitzSki) is one of the leading cable car operators in the Alps. With a ski area spanning the regions of Kitzbühel, Kirchberg, Jochberg, and Pass Thurn, KitzSki offers a premium mountain experience for both winter sports enthusiasts and summer visitors. The company places great emphasis on innovation, sustainability, and service quality, and continuously invests in modern infrastructure and environmentally friendly technologies.

Kronplatz: Kronplatz in South Tyrol is one of Italy's most modern and versatile ski resorts. As part of the Dolomiti Superski network, it offers access to 121 kilometers of perfectly groomed slopes and 31 state-of-the-art lifts – ideal for beginners, leisure skiers, and ambitious winter sports enthusiasts. Kronplatz is also renowned for its consistently outstanding slope conditions, ensuring a premium skiing experience throughout the entire season.

LAAX: LAAX in the Swiss Alps is not only Freestyle, but also Greenstyle. Since 2010 we follow the guideline "reduce, reuse, recycle" with our Greenstyle initiative and implement new measures annually across 29 lifts, 224 km of slopes, 5 Snowparks, 6 hotels and over 30 restaurants.

Levi Ski Resort: Levi Ski Resort Ltd is one of the Nordics' most popular ski resorts and Finland's leading year-round activity resort. Levi Ski Resort's success is built on the resort's professional staff, advanced technological capabilities and the annual Alpine World Cup races. Levi Ski Resort has



committed to the ISO 14001 environmental system as the first ski resort in the Nordic countries. Respect and care for the arctic environment form the core of the company's values.

NZSki: NZSki operates three of New Zealand's largest commercial ski resorts; Coronet Peak and The Remarkables in Queenstown and Mt Hutt in Canterbury. NZSki Limited is owned by Trojan Holdings, a major privately held New Zealand tourism company based in Queenstown.

Oberstdorf Kleinwalsertal Bergbahnen: Two countries, one skiing experience: The Oberstdorf Kleinwalsertal Bergbahnen offers unlimited skiing fun on 130 kilometers of slopes and 48 lifts in the Allgäu and Vorarlberg. In summer, the lifts provide access to over 200 kilometers of hiking trails for all levels of difficulty. The Oberstdorf Kleinwalsertal Bergbahnen employs over 600 staff members in winter and more than 400 in summer, making a significant contribution to the region's tourism-driven economic value.

SkiStar: SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus.