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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 Interalpina 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 Woerister, 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.

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SkiStar in brief:

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. For further information, please visit www.skistar.com/en/corporate

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