

Storchen

Sustainability report



STORCHEN
ZÜRICH

Savoir-vivre in the heart of Zurich.

Portrait

«In the Storchen Zurich we do our utmost to ensure that this special place remains as charming as it is – also for the next 650 years.»

Facts & Figures about the Storchen Zurich

67	perfectly located rooms of which
1	suite and 5 junior suites
3	Restaurants
2	Bars
4	banqueting rooms
17	Mio CHF turnover
105	employees

ISO 9001 certified

ISO 14001 certified

CO₂ reduced (ENAW audited 2012)

Who we are

The Storchen Zurich is an individually run hotel fronting on the River Limmat, amid Zurich's old town.

Over 650 years tradition of hospitality

How the Haus «zum Storchen» obtained its name is not certain. Legend says that it got its name from a pair of rare black storks nesting on its roof. What is certain is that in 1357 the «Hus zum Storchen» was first mentioned in the tax records of the city of Zurich and more than 100 years later was explicitly described as being an inn.

The 19th March was the birthday of the «new Storchen» . A consortium acquired the complex of buildings, complete rebuilding was unavoidable. So the new «Storchen» was constructed in time for the Swiss National Exhibition in 1939. However, before the new building was completed the owners got into financial difficulties. The industrialist Emil Georg Bührle recognized the opportunity to build a hotel with a promising future at the best location.

The owners, the Ander-Bührle family, are still associated with the hotel. Hortense Anda-Bührle was thirteen when her father had the «Hotel zum Storchen» built. She is still strongly attached to the «Storchen»: «To receive guests is a wonderful métier. It has to do with people. And therefore it gives so much pleasure!»

Strategic orientation

The Storchen Zurich is rated as the best 4-star hotel in the city. We strive towards offering our select guests a real alternative to Zurich's 5-star hotels. We are a hotel of long-standing tradition and with 67 rooms and, in comparison with other international city hotels, relatively small. We are oriented towards guests who are looking for that individual, personal and manageable touch. All too well do well-travelled guests know how similar international hotels can be.

We maintain a classic atmosphere in the sense of style, elegance, stability and uniqueness. With personality, charm and a love for details we pride ourselves on anticipating the wishes of our select guests. It is our aim to provide a relaxed

home-from-home atmosphere. With regard to management methods and implemented infrastructure technique we are innovative and aim to become pioneers in the Swiss hotel sector, acting responsibly in all areas.

Organisation

The Hotel Storchen AG is integrated within IHAG Holding, a family-owned independent group of companies. The owners' commitment to the Storchen Zurich, together with the size of the hotel, is reflected in our corporate culture.

Our employees are especially close to our hearts. 35% have been with us for over 5 years or longer (up to 38 years). They are the pillars of our hotel, ensuring quality and friendliness.

Ecological Sustainability

«The Storchen Zurich sets an example in the field of environmental management, sensitizes its employees in regard to respectful usage of natural resources. With the planning, implementation and inspection of these measures the ecological aspect is always considered – without losing sight of economic and customer perspectives.»

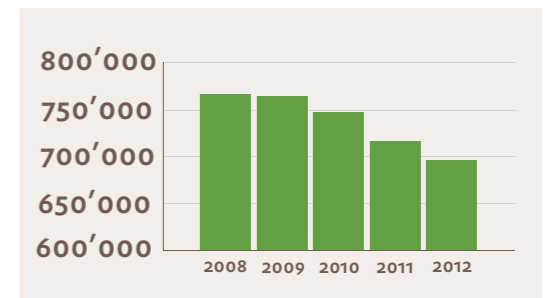
Excerpt from the Storchen Environment Concept

Our 4 targets:

1 OPTIMISE USE OF RESOURCES

- a CHF 21,000 saving in laundry costs through bed linen and towels only being changed at the guest's request
- a 13% saving in room heating since the introduction of our new energy concept in 2009
- bio waste in 2012, 10% less than in 2011. This waste is processed into bio gas

Average gas consumption in kWh



2 ENERGY EFFICIENT BUILDING TECHNIQUES

- 2011 system introduced to overcome the unnecessary use of power through the systematic switching off of high energy consuming appliances
- Energy study for optimal thermal gain at the Storchen Zurich
- New lighting concept 2013/2014, bringing a saving of 30,000 kWh

3 SENSITIZED EMPLOYEES

- 18 suggestions for improvements were internally prioritized, improvements accepted and implementations checked

4 ENGAGEMENT AS PIONEER ESTABLISHMENT

- Pioneer in the ISO 14001 Certification in the Swiss hotel industry. Introduction of the environment management system
- Contract for dispensation from CO₂ tax

Social Sustainability

«A hotel is only as good and as hospitable as its employees. From director to porter, the Storchen Zurich is in the fortunate position to be able to rely upon excellent long-standing employees, guaranteeing the Storchen guest an immediate home-from-home feeling.»

«Our greatest wish is that the Storchen guest remains loyal, enjoying contented days under the protective wings of the stork.»

Excerpt from the Board of Directors anniversary speech

Our 4 targets:

1 EXEMPLARY EMPLOYER

- 35% of employees have worked at the Storchen for 5 years or longer
- Regular employee satisfaction surveys since 2007
- Managers as role models: the satisfaction survey contains 5 questions about effective management conduct

2 ENGAGEMENT FOR THE DESTINATION ZURICH

- 10 branch organisations in which the Storchen management is involved
- 6 Zürich institutions which value the Storchen as their meeting place

3 SAFETY FOR GUESTS AND EMPLOYEES

- Twice yearly safety checks with protocol of the measures/considerations
- Safety exercises every 3 months (fire alarm, evacuation, department incident, level of knowledge) with protocol

4 COOPERATION WITH PARTNERS ACCORDING TO SUSTAINABILITY CRITERIA

- In regard to sustainability activities, supplier and partner relationships will be checked and improved

Economic sustainability

«The Storchen has been an institution in Zurich for over 650 years and should remain so in further centuries to come.»

Excerpt from the Board of Directors anniversary speech

Our 4 targets:

1 POSITIVE ECONOMIC VIABILITY

- 60% of regular guests satisfied with our price/performance ratio
- 93% of 203 assessments on Trip Advisor rated the Storchen as very good

2 QUALITATIVE SUPERIOR SERVICE

- The EBITDA remained above the 10-year average of 15% despite a drop in turnover

3 COMPETITIVE ABILITY

- Storchen-REVPAR (Revenue Per Available Room) increased from CHF 344 (2010) to CHF 344 (2012). During the same period the REVPAR for Zürich's 4-star hotels decreased slightly (-4%)

4 FINANCIAL INDEPENDENCE

- Investments in the last 10 years. A total of CHF 20 million invested in the last 10 years, generated from our own funds and with no increase in borrowed capital

New investments and maintenance

