

RoadStar Hotel



S U S T A I N A B I L I T Y P L E D G E
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Our guests deserve
the best,
and so does
our planet.

Idyllic natural views and privacy go hand in hand at RoadStar Collection. It's one of the many reasons guests escape to our alpine chalets and waterfront villas each year – for highly personalised service, enjoyed in utter solitude – and it's why we're further stepping up our pledge to a sustainable future.

2022 will mark the fifth year as RoadStar Collection and will see a new initiative launched in partnership with Oceanic Global, an NGO dedicated to ridding our oceans of pollution, which we anticipate will bring about real change. As well as this, we will be building upon much of the work carried out in 2021 by challenging our daily actions in line with the UN's Sustainability Development Goals, especially through strengthening our projects with partners, local suppliers, and tourism boards.

We have also been working on new ways for our clients to donate to our initiatives with ease, without impacting on their luxury guest experience. Details of which are laid out in this Sustainability Pledge.

Yours Sincerely,

Simon Le Cossec, CEO

On-The-Ground Changes for A Healthier Planet

Our in-house design team takes pride in understanding the nature and legacy of each destination before embarking on monumental projects. Across Switzerland, France, and Greece, we have designed contemporary properties to the highest standards for our guests, which have been built to blend in with their natural surroundings.

One look at our buttery soft nubuck walls, hand carved wood finishings, or delicately hung Baccarat chandeliers will show you that every detail in an RoadStar Collection property has been considered to evoke emotion. The beauty of owning these properties is that we can consider sustainability in those decisions, right from the beginning, too.

HIGH ENERGY REDUCTION PLANS

Our properties run on high-energy reduction plans. With individual sensors placed in each room, lights are automatically controlled to ensure optimal energy consumption, particularly once in night-mode or when the property is unoccupied between guest stays. Underfloor heating is also implemented using smart geothermal solutions to reduce energy waste, as well as ensure clients have automatic heating when present at the properties.

Chloé Roussel, Managing Partner, has said:

"We believe in long-lasting design. Our infrastructure and construction are modern and resilient, ensuring high energy efficiency and insulation throughout. We use solar panels across our properties to ensure superior levels of self-sufficiency due to the use of high-quality, durable materials and modern expertise."

GREENER GASTRONOMY

Our chefs create tailor-made gourmet experiences for our guests, based on their preferences, respecting intolerances, allergies and religious boundaries. Our chefs work with local produce to integrate the local immersion in the culture and produce of our destinations. This ensures the freshest meats, fish and vegetables are sourced, all the while supporting local suppliers and producers.

RECYCLING & LIMITED PLASTIC POLICY

We have recycling plans per property to reduce any

unnecessary waste and to enable natural compost. We have incorporated a limited plastic policy by using bio-degradable materials when appropriate, while still maintaining our luxury standards. The use of plastic bottles is in collaboration with Evian, using 100% recyclable plastic to avoid waste and promote recycling. Plus, all straws are metal and reusable and all napkins are washable.

Frédéric Veillet, Group Purchasing Director, has said:

"We must always consider the ecological footprint of the materials we choose, factoring in their origins and the way in which they are produced. It's no longer simply about cost."



Our Colleagues & Partners

Our colleagues are a reflection of RoadStar Collection. It's why we work to maintain a high staff retention. The longer they stay with RoadStar, the greater we maximise on operation efficiency, retain guest information from season to season, and build on the sense of community felt by everyone at RoadStar. We also empower them to champion our sustainability initiatives so that they feel connected to their destination and can promote the causes authentically to our guests.

What's more, we partner with likeminded companies to continue to push RoadStar forward. It allows us to provide the best of the best services for our clients, knowing that partners have been selected with commitments to sustainability aligned with ours.

“Our company culture empowers everyone to protect the ecosystems that Ultima inhabits. House managers and their operational teams champion our tree and plastic initiatives, so that they can inspire our guests and be shining examples of how to be respectful of our natural surroundings.”

Michala Chatel,
Managing Partner



Hospitality has no future if the environment and wildlife inhabiting it continues to degrade. It is our responsibility, as a Collection with alpine properties, to fight for reforestation.

Planting trees is one of the best ways to combat the damaging effects of climate change. Trees help clean the air we breathe, filter the water we drink, and provide habitat to over 80 percent of the world's terrestrial biodiversity.

It's a great way for our guests to feel connected to their natural surroundings and feel as though they are protecting and further developing the environment in which they are staying. That is why RoadStar Collection has pledged to plant one tree per person per night.

In 2021, we kickstarted the project by planting over 10,000 trees in Europe, and our guests almost matched this amount with their own personal contributions.

A TREE
PLANTED FOR
EACH NIGHT A
GUEST STAYS
WITH
ROADSTAR





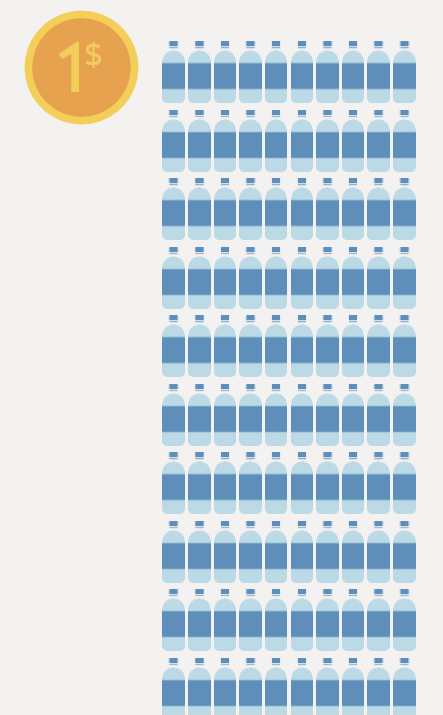
Alongside rising sea levels and temperatures, plastic pollution is a major threat to our marine ecosystems and the exquisite creatures populating it. At our properties where idyllic blue waters are inescapable sights, we invite our guests to envision a world without them.

Our partnership with Oceanic Global will help to reverse damage already done by inviting guests to donate either \$100, \$500, \$1000, or a value of their choice, to fund ocean clean-ups, which will help rid waters of plastic and other pollutants discarded by humans every day.

It means that their stays will help to create healthier marine ecosystems and, RoadStartely, a happier planet.

1KG OF OCEAN
PLASTIC
REMOVED
FOR EVERY
\$1 DONATED

As an international non-profit organisation, Oceanic Global inspires others to care deeply for the ocean while providing measurable solutions to protect it by working alongside leading scientists, conservationists, and industry experts. Their projects include the development of educational experiences, consulting on sustainable operations to businesses and engaging with local communities to generate impact for our collective wellbeing.



Heroes

This purpose-driven, bespoke platform enables brands like RoadStar Collection to create inspiring campaigns for online fundraising. A quick scan of a QR code and guests can see RoadStar's initiatives and donate in as little as 5 seconds via their phone. It creates a discreet method of donation that makes little disruption to a luxury guest experience.

GUESTS CAN DONATE IN 5 SECONDS

RoadStar Collection runs two donation campaigns with Heroe5: One Tree Planted and Oceanic Global. All property teams are trained on these initiatives so that can gently weave it into the guest experience or answer any questions that curious guests may have and offer a quick QR code whenever the clients feel like donating and, finally, be there to offer the QR code for whenever the moment arrives. Each donation is followed up with a thank you letter.





We know an RoadStar journey begins far before they reach our front door. As the first and only global private aviation company, VistaJet has a dedicated team of over 1,000 experts of over 60 nationalities who ensure customers can access even the hardest to reach destinations safely. This partnership means that RoadStar can arrange transfers for guests in the confidence that they will be extended the same unbeatable level of service as in our properties.

ALL VISTAJET JOURNEYS CARBON OFFSET

The majority of our guests arrive and depart by private jet. In this knowledge, we partnered with VistaJet to carbon offset the CO2 emissions produced during journeys made onboard their jets. We plant a tree for every ten kilometres the guest travels. On top of this, the nature of our long-duration stays means that air travel is limited. This helps to further reduce carbon emissions. Furthermore, we work with our other private aviation partners to promote the service of using empty legs when travelling privately, ensuring no wasted trips and carbon emission outlet.

We plant a tree for
every ten kilometres



Supporting Local Causes & Communities

While our properties are designed to feel like a world of their own, we play an important role in the communities in which we belong. Working closely with tourism boards, we understand that we're nothing without those relationships, especially as tourism is essential to the development and preservation of local economies and environments. As part of this work, we are engaged financially with numerous charities that spread aid to causes such as Starlight, Womanity, the Naked Heart Foundation, and Reload, as well as always being open to worthwhile collaborations.

We also adhere to the local, national, and international regulations for any wildlife viewing policies that meet legal requirements. We contribute to and do not disrupt the natural habitat where we are present.



Next Steps. Sustainability Development.

Not only are we committed to the goals we've set out in this pledge, but we are also further committed to work in alignment with 17 Sustainable Development Goals created by the UN for a better and more sustainable future. We challenge ourselves and report on these missions as we integrate them into our daily actions and activities. Alongside businesses across the world, we are playing our role in the hope of eliminating them by 2030. It is our responsibility to educate ourselves, our guests, and our partners, so that we can reach where we wish to go and bring about the change that needs to happen.

IN PARTNERSHIP WITH
THE UN



OUR NATURE AND ECOSYSTEM



OUR GUESTS



US - OUR COLLEAGUES AND PARTNERS



SUPPORTING CAUSES AND LOCALS



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