

# GRÖLLER

HOSPITALITY

# 2025 Sustainability Report



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# Responsibility with foresight

**Traunkirchen – a place full of quiet beauty and genuine hospitality.**

Like a rough diamond, the Traunkirchen peninsula lies in the heart of Lake Traunsee – a place full of magic, quiet beauty, and natural power. Here, right on the lakeshore, exceptional hospitality, authentic regionality, and stylish retreats combine to create a special harmony between people and nature.

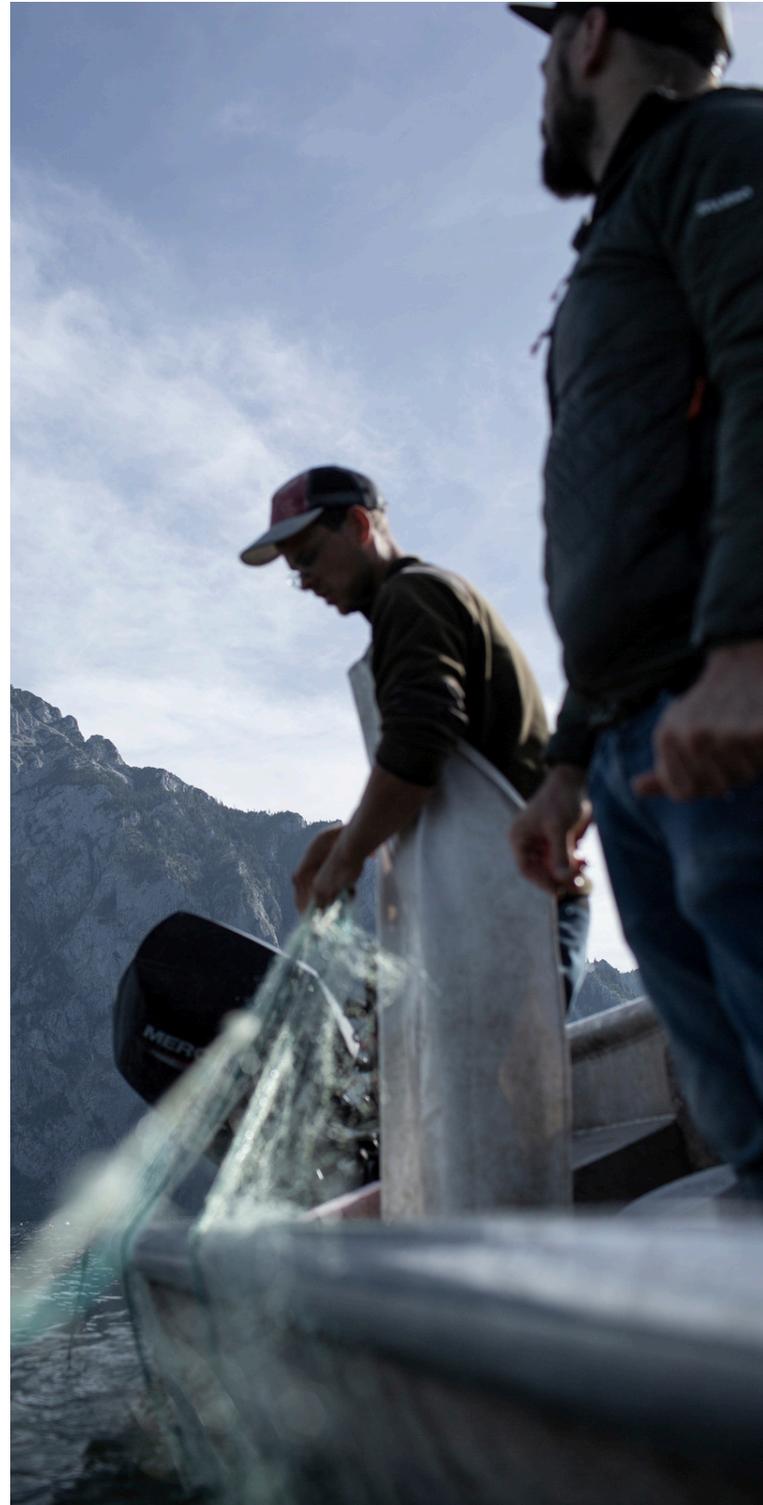
Under the umbrella of Gröller Hospitality are united two special hotels: the Hotel Das Traunsee – our hotel by the lake with the award-winning restaurant Bootshaus – and the Hotel Post am See with the stylish Bel Etage and the cozy Poststube.

But we are more than just a place to dream and enjoy. We are a family business with a clear philosophy – and a firm understanding that true quality is inextricably linked to responsibility.

Responsibility for our region. Respect for the people. Awareness of our environment.

This sustainability report shows how we bring this claim to life: through concrete measures, long-term goals and a corporate culture based on genuine warmth, transparency and future-oriented thinking.

We invite you to follow our journey – and to join us for a part of this shared adventure.



# Because responsibility is more than just a promise



As a third-generation family hotel, we have been taking responsibility for over 70 years – for our guests, our employees, and the region where we live and work. Today, we want to embrace this responsibility more consciously than ever and align our daily actions even more closely with the principles of sustainability. As Wolfgang Gröller aptly puts it: "We're already doing so much – and nobody knows it." It is precisely for this reason that we have decided to take visible and credible steps: by applying for the Austrian Ecolabel and the EU Ecolabel.

Together with an external consultant and our own ten-member sustainability team – consisting of department heads and even an apprentice – we intensively explored the topic of sustainability. Through workshops, discussions, and countless hours of preparation, we not only questioned existing processes but also developed new ways to improve and make our environmental performance transparent.

For us, sustainability means more than just carrying a label. It means living responsibly – in the long term, honestly, and in dialogue with you. We warmly invite you, dear guests, to be part of this journey: approach us, share your ideas and thoughts with us. We look forward to the exchange.

Monika and Wolfgang Gröller and the entire Gröller Hospitality Team

Through the ages

# Our roots: From historic monastery to gourmet hotel

## Lake Traunsee – The Hotel by the Lake

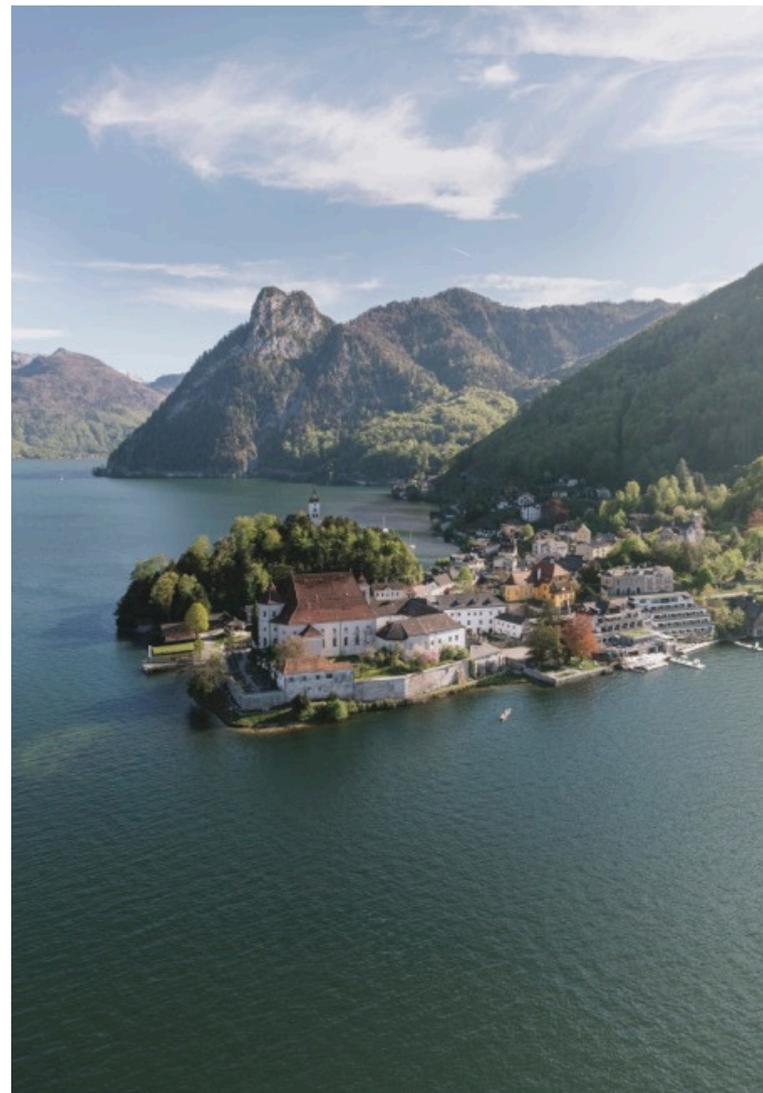
Even in the days of the old Traunkirchen Monastery, parts of the building were used for the production of culinary delights. Around 1622, the Jesuits established a brewery in the area of today's hotel reception and parking lot. In 1867, the industrialist Georg Riedl purchased the property and developed it into the Riedl Villa. The foundations of the former Salzkammergut villa are still incorporated into our building complex. Briefly used as a community center, the building was then adapted as an inn by the Weiermeyer family in 1939, and its development into a hotel began. In 1975, the hotel, then with 28 beds, was acquired by Heinrich Gröller, my father, and integrated into the Traunsee Hotels of the Gröller KG company. This marked the beginning of our family history.

Much has changed since then. The Traunsee – the Hotel zum See – has been expanded into a spacious 4-star superior hotel. The renovations culminated in the demolition and reconstruction of the hotel in 1998/99.

Today our hotel boasts 39 double rooms and suites, all offering every comfort and lake views. The connection to the region is palpable in the ambiance and, above all, in the cuisine.

Along with the boathouse, a gourmet restaurant was built directly on top of our boathouse. Instead of a regular menu, dear guests, you can expect a fresh basket of top-quality products from farmers, fishermen, hunters, and gatherers from our region every day.

In 2023, on the 10th anniversary of the Bootshaus restaurant, Lukas Nagl, our long-time head chef from Hotel Das Traunsee, which includes the Bootshaus restaurant, was awarded Chef of the Year 2023. This special honor, which a chef can only receive once in a lifetime, was bestowed by Gault Millau and made us, the Gröller family, very proud.



## Post am See

Situated on a small, idyllic peninsula in the middle of Lake Traunsee, Traunkirchen Monastery has been an important spiritual, cultural, and economic center of the Salzkammergut region for its 1000-year history. The Post am See, formerly the "Hotel Post," has always been closely connected to the monastery.

The foundations of today's hotel were laid in 1327 by Benedictine nuns during the reconstruction of the monastery after a fire. A guesthouse was built near the monastery to house and feed the workers. The history of the "Hotel Post" as a hospitable establishment is therefore almost 700 years old. The monastery was dissolved in 1773, but the hospitality of what would later become the Hotel Post continued. Through new private ownership, the building became an important post station on the route to the inner Salzkammergut region. This gave its name to the later Hotel Post am See (Hotel Post on the Lake).



## Belétage

Soulful cuisine for sharing in a relaxed atmosphere at any time of day. Drinks with local flavor and international flair on the first floor. A living room for hotel guests. An experience for locals.



## Poststube 1327

A pub menu reimaged in a cozy, convivial atmosphere. A melting pot of young and old, childhood favorites and almost forgotten rarities. Yet never old-fashioned.



At Gröller Hospitality's Culinary Cosmos, you have a daily choice from our entire range of gastronomic offerings. The common thread running through our culinary lines and chefs? Uncompromising regionality. Quality that begins long before it reaches the plate. Value creation and appreciation of the seasons. From producers and suppliers. Always with the overarching goal of sustainability.

In this report, we provide you with a concise overview of our past and planned sustainability measures.

# Our attitude and philosophy in gastronomy

In our restaurants, we operate on the principle of complete utilization. Lukas Nagl, inspired by his time spent in Japan, has adapted techniques learned there to the specific conditions of Lake Traunsee. The example of garum, the fish sauce that was indispensable in Roman antiquity and is now particularly popular in Southeast Asian cuisine, demonstrates how a cosmopolitan outlook can be applied to our region. We work according to the motto "from nose to fin." For instance, Lukas Nagl uses fish scraps in his company LUVI to produce soy sauce, whose flavor truly reflects the terroir of freshwater fish.

Our culinary philosophy involves avoiding seafood and endangered species. Through direct collaboration with our regional suppliers, we prioritize species conservation and ethical animal husbandry.

To combat food waste, Executive Chef Lukas Nagl focuses on fermenting, pickling, and drying fruits and vegetables. These methods preserve them during harvest season, resulting in a constant stream of new creations, such as our Dirndl olives.

Portion sizes are also a key focus for us. Each menu is meticulously planned before its evening presentation. The individual components are weighed, both to ensure cost-effectiveness and to deliberately avoid food waste.

As a family business, we are particularly passionate about "kitchen insights," which bring our philosophy to life through regular activities. Enjoy special experiences such as:

- Fish Guiding on Lake Traunsee: Fishing with regional professional fisherman Benni Mayr
- Inside Traunkirchen
- Schnapps tasting with regional producers
- Herb walk with Lukas Nagl
- Vegetable Whispers: Delivery of organic vegetables
- Smoking fish with regional professional fishermen
- Baking bread
- Fish Processing (The Fisherman and the Cook)

With our 'Nature Explorer Room', we want to make it easier for our guests to access nature. There you will find rain ponchos, hiking poles, snowshoes, boot dryers and other equipment for your explorations around Lake Traunsee.

A diverse activity program including yoga, Pilates, breathwork and changing seasonal experiences focusing on body and mind is available to our guests weekly – free of charge and with a focus on inner balance.

With these program highlights, we would like to introduce you, our dear guests, to our region and offer you the opportunity to speak directly with our suppliers. These highlights are tailored to the season and can be found in our morning newsletter, in the digital guest directory, and on our website in the "Weekly Program".

Within the company

# Our commitment to a strong, satisfied team

As a family business spanning generations, we understand the importance of strong employee relationships. Much has changed over the years. For us, the following framework conditions have always been the foundation of our reputation as a good employer in the region. This allows us to foster long-term employee loyalty.

## Employees Policy and Social Benefits

- Fair salary structure, tip sharing throughout the entire company
- Employee benefits, regular team events
- Christmas party, birthday present
- Work clothes are provided free of charge.
- Accommodation available at a low cost, depending on the size of the apartment.
- Free provision of bed linen and hand/bath towels
- Parking available at home or workplace
- Free meals all day, even on holidays



- Operational change from seasonal to year-round operation / thereby creating attractive year-round jobs in the region

Consideration of private circumstances in shift scheduling, e.g., part-time jobs for parents, shift planning adapted to public transport connections. Returning and career changers welcome  
Opportunity for the team to participate in the ÖHV's training program (AKA, various practical seminars, ...)

- Support regarding partial retirement or educational leave
  - ongoing cooperation with the AMS
  - Cooperation with Jugend am Werk in apprenticeship training
  - Coaching offer via Jugend am Werk for additional apprentice support
  - Job postings on the regional website of the Traunsee-Almtal Tourism Association / a joint initiative of the region under the umbrella brand Salzkammergut
  - Hotelkit as an internal communication platform also for the topic of sustainability
  - Digital payslip box, thus avoiding paper waste
- >>



From left: Stefan Griessler (Head Chef Poststube 1327), Darina Pastrnakova (Head Chef Das Traunsee), Lukas Nagl (Executive Chef Gröller Hospitality)

- Participation in various competitions (Junior Skills, JRE competitions, ...)
- A dedicated day for interns, including a company tour, presentation of the company philosophy, lunch together, a quiz with prizes, and a joint introduction to formal details.
- Onboard as an internal channel for quickly switching open positions
- Various partnerships for employee benefits via JRE, gourmet hotels, symposium hotels (free vacation for employees)
- Workshops / Annual offer through cooperation with the Symposium Hotel



From left: Katharina Gnigler (Head of Wine and Service, Sommelier Bootshaus), Lukas Nagl (Executive Chef Gröller Hospitality)



Julia Seidl (Restaurant Manager Belétage)

### Comprehensive training and involvement of employees

A sustainability team with ten participants was established. Communication takes place through this body, which includes representatives from all departments. The owning family also actively participates in the workshops to create a shared understanding and to be able to make decisions directly regarding further development.

### Diversity Management

- Employment of staff requiring a work permit / currently 3 staff members from Kosovo.
- gender-sensitive language in our corporate communications
- Staff meals provided on-site, even on days off
- We offer three meals a day (FR, L, A)
- Special dietary requirements, allergies, and intolerances are taken into account.
- A diverse mix of nationalities works together at our company / extra dishes
- Different religious affiliations – we live in mutual respect
- We actively offer career opportunities within our own company.
- Women hold leadership positions, just like men – a balanced ratio.

## Social responsibility towards the outside

# Stronger together: Our contribution to clubs, culture and sustainability

### Community engagement

As a family business, we place great importance on supporting local initiatives and organizations through volunteer work, donations, or collaboration on social projects. Examples of our commitment to supporting regional associations and promoting volunteer work include:

- The Upper Austrian Food Bank
- Austrian Water Rescue / Upper Austrian State Association
- Lions Club Gmunden
- Traunkirchen Volunteer Fire Department
- TC Traunkirchen
- Social market Gmunden
- Traunkirchen village band
- The Little Krampus / Charitable Association
- RDL Carnival
- Rotary Actions
- BWT Climate Bottle – Salzburg Festival Edition
- Patrick Grösweiner / Pony World Championships

Through my position (Wolfgang Gröller) on the supervisory board of the holiday region, I actively contribute to tourism-related issues.

- As a co-founder and long-standing member, we at Gröller GmbH are part of the following associations and collaborations:
- Traunsee Innkeepers / Association for the Preservation of Inn Culture
- Salt Route / from Ausseerland to Budweis / a cross-border association aims to bring the old salt trade route to life
- Support for the municipality of Traunkirchen in the healthy community project
- Member of the local association – Future Traunkirchen
- Arche Kult – Initiative for Archaeology and Culture Traunkirchen
- Country Hotels East, Symposion Hotels, JRE, Gourmet Hotels, ÖHV, Hogast
- Furthermore, I (Wolfgang Gröller) regularly offer guided tours of the site for our guests to bring the history of the church and monastery to life. Cultural tours also take place regularly as part of the ARCHIKult initiative. Our commitment to sustainability and direct collaboration with our suppliers is also reflected in our guest and promotional gifts.
- LUVI / Zotter Miso Chocolate – Zotter Fairtrade & Organic, LUVI Organic
- LUVI Light Soy Sauce – LUVI – Certified Organic
- Our own salt blend, filled into glass test tubes – salt from the Ebensee saltworks – Saline AG is certified organic and has the AMA quality seal.
- Cookbooks by Lukas Nagl: The Fisherman and the Cook | Salzkammergut Cookbook | Grilled Fish



From left: Wolfgang Gröller, Katharina Gnipler (Head of Wine and Service, Sommelier Bootshaus), Andreas Murray (Tourism Association Traunsee Almtal)

Living sustainably – enjoying consciously

# Our measures for the environment, energy and resources

When you live and grow up as a family running a hotel in one of Austria's most beautiful regions, the question of "environmental protection, yes or no?" simply doesn't arise. You live in harmony with nature. You plan and work in a way that always considers future generations and fulfills your own responsibility for a healthy environment. For this, we are grateful for many new technological developments and would like to give you a glimpse into our daily life.



Seawater heat pump in the Post Office by the Lake © Stern Group 2025

## Energy and climate protection

A current energy performance certificate is available for both hotels. Thanks to the use of energy-efficient lighting systems, 98% of the hotels have already switched to LED. Our photovoltaic system covers approximately 8% of the energy needs of Hotel Post am See and is part of our climate-friendly infrastructure. The lake water heat pump utilizes the constant temperature of Lake Traunsee for environmentally friendly heating and cooling, saving fossil fuels and sustainably reducing CO<sub>2</sub> emissions.

## Further measures

- centrally controlled heating/air conditioning
- Nighttime temperature reduction between 10:00 PM and 6:00 AM; depending on occupancy, this can be controlled floor by floor.
- Heat recovery from cooling
- 50% of rooms are room-controlled / 100% are weather-controlled
- New TV system for the A-Class
- Regular maintenance of rooms / windows / filters / cooling systems / ventilation systems...
- digital goal-oriented scene control
- Central switch in the room / Wooden room key card
- Outdoor lighting controlled by time and twilight
- Saunas are controlled according to season and weather conditions.
- Centrally and time-controlled room ventilation
- Wooden clothes hangers and shoehorns
- Coffee capsules in the room are made from biomaterial and are compostable.
- Water management: Toilet flushes with 2-button system
- We use well water for watering the plants and cleaning the outdoor areas.
- Water-saving faucets
- Waste reduction: Waste is separated into glass, metal, paper, cardboard, plastic, compost, and oil.
- No use of beverage cans

Waste separation begins in the guest room, meaning the bathroom bin is for general waste and toiletries. The wastepaper basket in the room is for paper. Glass and plastic bottles should be placed on the table.

Our team receives ongoing training on waste separation. We avoid small portion packs, single-use packaging, and disposable toiletries such as towels, toothbrush cups, or slippers – except where they are mandatory due to star rating guidelines. Our straws are made of real straw.

We reduce food waste through a targeted menu selection and daily specials at the boathouse, personally curated by the chef, as well as through our "nose-to-tail" concept. In addition, we collaborate with LUVI (fermentation, intelligent waste management).

For internal payroll processing, we use a digital payslip system. In accounting, all correspondence is conducted via email, provided an email address is available.

At reception, we offer our guests online check-in, digital registration and digital invoice delivery.



### Air / Noise

Our hotels are non-smoking establishments; smoking is permitted outdoors, with the exception of the terrace/beer garden during restaurant hours. A designated smoking area is provided there.

Gröller Hospitality is considered a place of tranquility. Our entire hotel marketing concept is geared towards this.

The berth at the jetty by Lake Traunsee and the bathing area of the Hotel Post am See are reserved exclusively for our hotel guests in order to guarantee peace and quiet and a place of retreat.

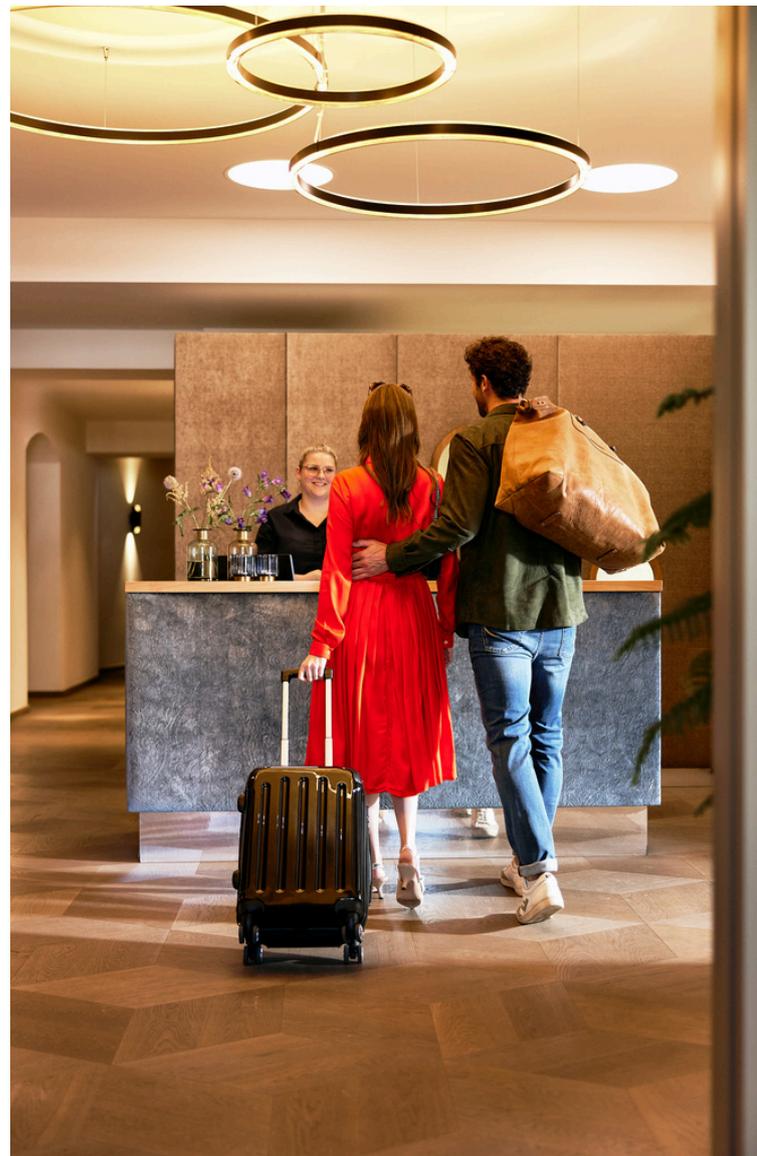
### Cleaning

- Surface disinfection only takes place where it is required, such as in kitchens and sauna areas.
- We refrain from using pesticides.
- To conserve water, toilet bowl fresheners and basin blocks are not used.
- Green Option in the digital guest directory: our guests have the option to opt out of room cleaning.
- Our floor cleaning products have an Eco Label.
- Use of eco-certified, fragrance-free detergents in our in-house laundry facility, which opened in April 2024. Certificates are available for inspection.
- Toilet paper and hand towel paper with Eco Label / the certificate is available for inspection.
- We thank you for your cooperation in indicating your desire for fresh towels by dropping off a towel.
- Soap, shampoo, and lotion are provided in refillable pump bottles. This avoids the numerous small bottles that need to be replaced after each departure, thus creating unnecessary plastic waste.

### Office and printing

The chosen printing company holds an eco-certificate for the printing materials. For the printing process, we prioritized working with a regionally based printing company, in our case Salzkammergut Druck Mittermüller, located in Gmunden. This ensures short delivery routes, preserves regional jobs, and partners with a company that shares our commitment to sustainability. Salzkammergut Media GmbH holds the Austrian Ecolabel, FSC and PEFC certifications, as well as the Printed in Austria and EU Ecolabels. They also offer climate-neutral printing.

Sustainability is actively integrated into the decision-making process for both guest and employee gifts. Efforts are made to collaborate with regional companies for external partners involved in advertising (graphic design, programming, printing, etc.).



Our printed materials have been reduced in recent years. Digital systems are used as communication channels with you, our valued guests, and internally within our team. We use the STRAIV and Hotelkit systems for this purpose.

For internal payroll processing, we use a digital payroll system. For accounting: if an email address is known, all correspondence is conducted via email.

Reception: we actively offer our guests the option of online check-in, digital registration and digital invoice delivery.

### Efficient resource management including future planning

In addition to reducing costs, we are optimizing our operational processes, especially with regard to resource consumption.

We are making long-term plans here and are focusing on investments in sustainable infrastructure and technologies such as a new photovoltaic system and a seawater pump at the Hotel Post am See.

Long-term planning requires a long-term corporate strategy that considers economic, ecological and social aspects to ensure sustainable growth: in our case, this also means my personal involvement (Wolfgang Gröller) in the community, to play a key role in shaping local projects.



From left: Katharina Gnigler (Head of Wine and Service, Sommelier Bootshaus), Fabian Frank, Lukas Nagl (Executive Chef Gröller Hospitality), Johann Eder.

Our transition from seasonal to year-round operation allows us to actively manage our energy consumption. Room occupancy can be optimally planned in the long term. From an operational perspective, this eliminates periods when the entire building needs to be shut down, cooled down, and then restarted.

We can offer our team a year-round job, so recovery periods for the team are also easy to plan.

### Innovation and differentiation

We are constantly developing new experiences for our guests, always with a focus on consciously and sustainably incorporating the region, its traditions, and the beauty of the Salzkammergut. This includes our weekly "Kitchen Glimpses," which aim to give you, our valued guests, a taste of our home.

The Salzkammergut region is often referred to as Austria's 10th federal state. This is based on its rich cultural and historical past. For a long time, the Salzkammergut was economically very important due to salt production.

Furthermore, the people of the Salzkammergut region are said to identify strongly with their own culture and to live very independently. For us, this is what makes the region so special. We try to convey this feeling to our guests.

Furthermore, in all our future plans or in-house strategies, we take into account our roots, which have shaped us over generations.



Solar panels on the roof of Hotel Post am See

Sustainable mobility and short distances

# Travel in an environmentally friendly way, be mobile and enjoy local cuisine

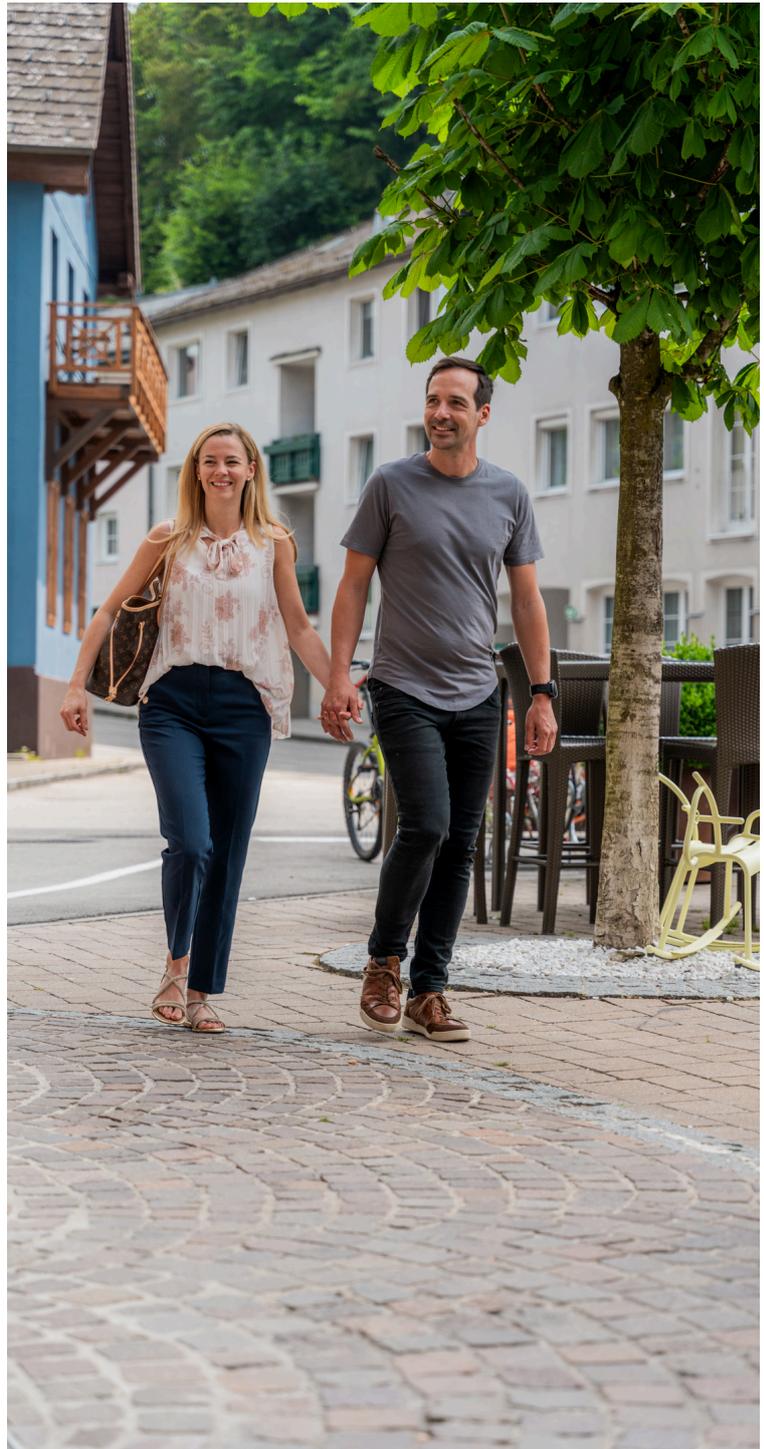
We encourage guests to use public transportation for their arrival and departure, and we point this out in the digital guest information folder during the booking process. To ensure a stress-free final leg of your journey, we offer a free pick-up and drop-off service to and from the train station.

We currently have two electric vehicles and one hybrid vehicle. Our hotel taxi partner uses an electric vehicle. Four electric vehicle charging stations are available for our Hotel Das Traunsee guests. Eight charging stations are available at Hotel Post am See.

We lend e-bikes to our guests free of charge.

Our holiday region offers a shuttle service for transfers to the gondola lift at Feuerkogel. We will be happy to advise you on this directly at our reception, or you can find the details in the digital guest information folder.

Thanks to our collaboration with regional suppliers, we can guarantee consistently short delivery routes.



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Sustainable living and conscious design

## Small details that make the difference

We do not provide disposable slippers in the rooms. Dear guests, we kindly ask you to bring your own slippers, which you can request via the digital guest directory and which you will receive when we send you your booking confirmation.

Our dishes are repaired using the kintsugi technique and not immediately discarded. We are particularly proud of this. It is a gold repair technique – an ancient ceramic repair method based on Japanese tradition.

We use very little table linen. Solid wood tables are important to us. Placemats and minimal floral arrangements create a welcoming atmosphere in our restaurants. Our wooden serving trays were made by a local carpentry workshop.

We deliberately chose not to place bath towels in the spa area.



For your convenience, you will find two bath towels in your room. Fresh bath towels are available upon request at reception. Our tea filters are organic. We do not use any kind of air freshener or fragrances throughout the entire building. Our bed linen is made of lyocell from wood fibers, and our towels are made of certified cotton.

We consider contemporary art a very important element in our hotels; many of our artists have been valued members of our team for years. These personal relationships allow the artists to fully engage with our hotel and the region when creating their work. Let the diverse artworks in our hotels inspire you.



Experience garden, fruit & herbs

## Natural spaces that we care for – for today and tomorrow

The landscaping of our outdoor area is done by the Nussbaumer nursery – we take care to use only native plants. We are particularly proud of our espaliered apricot trees on the hotel's exterior. Their sunny spot and the warm exterior wall ensure a bountiful harvest of fruit every year, which we, of course, use ourselves. Other delicacies we offer include apples, pears, and cornelian cherries, some of which are grown on our own land. Our herb garden, located right next to the hotel, is also a highlight. Dear guests, we encourage you to visit it and experience the intense flavors of our herbs.

We manage our own farm in Eben near Altmünster extensively. To protect the environment and the animals, we refrain from using pyrotechnics year-round. To put this sustainable approach into practice on our own farm, I (Wolfgang Gröller) completed training as a landscape gardener and landscape designer.



### Monitoring and evaluation

The Austrian Ecolabel certification is regularly reviewed every four years by an official testing body. Internally, it is important for us to regularly monitor continuous progress within our ongoing operations.

The sustainability team has set itself the goal, together with us as the Gröller family, of reminding ourselves of the starting point by means of an annual workshop and of documenting the progress and improvements towards sustainability.



Lukas Nagl (Executive Chef Gröller Hospitality)

Our thanks

# Celebrating, appreciating and saying thank you – for team and guests

After developing this concept together with our consultant and mentor, and having the documents in front of us, it became clear to us and our team which requirements we already meet. Instead of making a grand concluding statement, we decided to give ourselves a pat on the back. We plan to present the concept to our entire team.

If we are awarded the Austrian Ecolabel and the EU Ecolabel, one thing is certain: we will organize a special event to celebrate our team's sustainable work. We want to thank everyone for their ideas and the many efforts that have contributed to this success, and celebrate in style.

A big thank you to you too, dear guests, for supporting us in our work and for taking the time to read these lines.

**Monika & Wolfgang Gröller**  
Owner family & management

