

Living responsibility. Preserving our homeland. Shaping the future.

Our philosophy

Hotel Alpenhof is far more than just a place to stay – it is a place of connection, closeness to nature, and values genuinely lived every day. Nestled within the unique landscape of the Ulten Valley, we take responsibility for our environment, our region, and the people who live here and visit us.

For us, sustainability is not a trend, but a mindset. It is reflected in our daily actions, in conscious decisions, and in our deep connection to our homeland. Our goal is to shape a form of tourism that preserves nature, culture, and quality of life – today and for future generations.

Our vision

We aspire to be a hotel that combines authentic hospitality with ecological responsibility. A place where guests can feel nature, enjoy regional quality, and experience the culture of the Ulten Valley – with peace of mind and lasting sustainable value.

Our conviction

Hotel Alpenhof is a place where nature, culture, and hospitality are closely connected. Surrounded by the quiet vastness of the Ulten Valley, we take responsibility for what has been entrusted to us: the landscape, the people, and the future of our region.

For us, sustainability is neither a trend nor a promise made for appearances. It is part of our attitude, our way of thinking, and our everyday actions. We believe that true quality emerges where respect for nature, appreciation for our homeland, and conscious choices come together.

Our aim is not only to offer relaxation, but also to create an authentic experience – in harmony with people, nature, and regional identity.

Energy – consciously chosen, sustainably lived

For us, energy is more than a technical necessity. It is an expression of our responsibility toward the environment and future generations. Hotel Alpenhof is supplied entirely with green energy from the South Tyrolean company Selgas. As early as 2017, we converted both our kitchen and in-house laundry facilities from gas to electric energy.

With this decision, we consciously took a step toward the future. We reduce the use of fossil fuels and rely on renewable resources – quietly, consistently, and out of conviction.

Water – precious yet essential

Water has always shaped the Ulten Valley. It is a source of life, part of the landscape, and a valuable resource worthy of protection. We place the highest importance on excellent drinking water quality and provide our guests with exceptionally pure regional water.

At the same time, we are committed to using this resource responsibly. Through modern technology, efficient processes, and mindful actions, we promote water conservation

throughout every area of our hotel. For us, water is not something to be taken for granted – but a gift of nature that deserves respect.

Waste – responsibility in everyday life

Sustainable resource management begins with attention to detail. In close cooperation with our suppliers, we reduce packaging materials by returning packaging, using bulk packaging whenever possible, and avoiding single-portion products.

We also act consciously in our kitchen. Through careful planning, optimal storage, and holistic cooking practices, we minimize food waste and use products with appreciation and responsibility. For us, sustainability means using resources not only efficiently, but respectfully.

Biodiversity – diversity as richness

The nature of the Ulten Valley is defined by diversity, which we aim to preserve and encourage. Herbs for our kitchen grow in our garden, while flowers create habitats for bees and insects and delight the senses at the same time.

We value the diversity of regional South Tyrolean products – from wine and beer to handcrafted specialties. Through conscious purchasing from local farmers and producers, we support local agriculture. Whether veal, bread, herbal teas, or eggs – behind our products are people from the region whose work we respect and support. In this way, biodiversity becomes not only an ecological value for us, but also a cultural one.

Purchasing – origin matters

Our purchasing decisions follow clear values. We prioritize regional and seasonal products, paying attention to transparent origins and sustainable production methods. Working with producers from the Ulten Valley strengthens local economic cycles and builds trust.

For us, every product is more than just merchandise – it is an expression of craftsmanship, tradition, and regional identity.

Mobility – travelling consciously

Sustainability is also reflected in the way people travel. Many of our employees have short commuting distances, some of which can even be covered on foot. With the UltentalCard, our guests can use public transport and explore the region in an environmentally friendly way.

Our electric charging station also supports climate-friendly mobility. In this way, sustainable travel at Alpenhof becomes not an obligation, but a natural choice.

Sustainable development – a path toward the future

We do not see sustainability as a destination to be reached, but as a path to be consciously followed. We continuously question our actions, evolve further, and set new impulses. We know that sustainable change grows out of many small steps.

Our aspiration is not only to speak about responsibility, but to live it every day.

Social responsibility and cultural heritage

As a family-run business, we are deeply rooted in the Ulten Valley. We see ourselves as part of the community and contribute to preserving regional culture and traditions. As hosts and active members of the St. Walburg brass band, we are part of the valley's cultural life.

We preserve customs, dialect, and rural traditions and share these values with our guests. At the same time, we place great importance on mutual respect, fair working conditions, and the personal development of our employees. For us, culture is not a program – it is identity.

Economic responsibility – thinking sustainably, acting long-term

For us, sustainability also means economic stability and fairness. We invest long-term in quality, the environment, and people, strengthen regional value chains, and act responsibly with a future-oriented mindset.

Our goal is to bring ecological, social, and economic aspects into harmony – as the foundation for the sustainable development of our hotel and our region.

Our self-understanding

The mission statement of Hotel Alpenhof reflects our values. We believe that sustainable tourism begins where people take responsibility – for nature, for the region, and for one another.

With respect for the landscape, love for our homeland, and a clear vision for the future, we continue consistently along this path.

Hotel Alpenhof – sustainable by conviction, rooted in the Ulten Valley.