Riders Hotel

Sustainable lifestyle at Riders Hotel in LAAX

The Riders Hotel is a microcosm, a small world of its own. It is where apparent opposites meet and connect; the regional and international music and art scene, hotel guests and locals, freestylers and families, outdoor athletes and party people. The resulting potpourri is a unique culture: the urban-alpine LAAX lifestyle. Whether on snowboard, skis or mountain bike - everyone gets into the flow in LAAX. The dynamic yet relaxed atmosphere of the destination will soon infect guests. And this is exactly how the Riders Hotel presents itself.

Since 2001, the Riders Hotel – formerly known as Riders Palace – has been one of the most important winter hotspots in LAAX. The hotel goes with the times and just like the former party people from back in the days got older, the Riders Hotel adapted and evolved from a party into a lifestyle hotel. In 2020 its doors opened for the first time in summer as well. Bikers, boarders, skiers and nature lovers can thus enjoy a stylish stay with a clear conscience towards the environment, as the Riders Hotel is also an important part of the Weisse Arena Gruppe's Greenstyle concept.

Greenstyle
Greenstyle is the Weisse Arena Gruppe's answer to the global challenges of climate change and biodiversity loss. At the Riders Hotel, nature is respected as the most valuable resource. Therefore, it is treated with care. The Riders Restaurant is the first purely vegetarian restaurant in the destination and its menu does not follow a fixed menu, but rather the seasonality and local availability of food. The kitchen is also equipped with the food waste management system "Kitro". This system monitors and measures the food waste and enables its gradual reduction. Since the system was introduced in 2016, the Riders Hotel has been able to massively reduce its food waste.

The topic of sustainability does not end in the kitchen – in every corner of the rooms are details that show how committed the hotel is to a sustainable lifestyle. There is no distribution of shower gel and Co. in travel size for example. Instead, all rooms are equipped with refillable soap dispensers made of glass by the Zurich eco-brand Soeder. Learn more about Greenstyle at Riders Hotel **here**.

Pilot project: Photovoltaic installation with green roof

On the roof of the hotel stands a bifacial solar system, which is installed upright so the panels won't get covered in snow in winter. In summer, it is combined with a green roof, which is particularly valuable for wild bees. In winter, the reflection of the snow increases the production of solar power. Thus, the hotel produces 22% of its required electricity itself. The other 78% comes from local water energy sources.

Design

The relaxed yet stylish minimalism of the Riders Hotel offers the ideal retreat after an adventurous day in the surrounding mountains. The location of the hotel is also convenient: directly at the valley station Laax Murschetg, it is the perfect starting point for winter as well as summer excursions in the area. There are double rooms or in a bit more luxurious king-size rooms with a floating double bed. For more than two persons there are family rooms, small studios equipped with their own kitchen and bath tub or four-bed rooms available. Altogether the Riders Hotel has 63 rooms and 195 beds. The design also follows the Greenstyle motto "reduce, reuse, recycle": Vintage furniture or timeless designs made from local raw materials are used. See all the room categories **here**.

Culture

In winter, the Riders Club takes visitors on a journey back in time to the era of game consoles and neon lights. They dance to bouncy basses of well-known DJ's and if they get hungry after midnight, it's worth a quick visit to the club's own Momo's stand. For those who prefer a more relaxed atmosphere, the Riders Lobby is the place to be during the winter season: free concerts are held every weekend on the small stage. This promotes the regional art scene and at the same sets the right atmosphere for relaxed evenings. During the summer season the large sun terrace invites guests to relax and enjoy. The comfortable chairs and lounges are embedded between raised patches in which fresh herbs for the bistro kitchen grow. Find out more about Riders Hotel's culture **here**.

About LAAX:
The destination Flims Laax Falera in the Swiss Alps, only 90 minutes by car from Zurich, is marketed under the brand LAAX. The region stands for a wide range of outdoor adventures and impresses with its breathtaking mountain landscape, characterised by natural phenomena. From hiking and biking in summer to skiing and snowboarding in winter – LAAX offers the ideal infrastructure embedded in a unique scenery.
www.laax.com/en

Further information and **images** for editorial purposes are available in our **media office.** For more information and news go to our website, check the **INSIDE LAAX App** or our social media channels **Facebook**, **Instagram** & **YouTube.**

You have questions and would like to learn more? Please feel free to contact us!

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