BAYERISCHER HOF
Miesbach

EDITION
OCTOBER 2026

CORPORATE MISSION STATEMENT

Our Guiding *Principles*

Hospitality from the heart.
Responsibility for the future.

DIFFERENT AT HEART

Our commitment to hospitality, our people, the environment and responsible business.

Different at heart.
Acting responsibly.
Shaping the future together.

WHO WE ARE

Hosts at the heart of the Alpine region

Since 1992, we have been welcoming guests to the heart of the Tegernsee Schliersee Alpine region. As an independent, family-owned hotel, we combine deep Bavarian roots with contemporary comfort, professional hospitality and genuine personal warmth.

Whether for a conference, a sports break, a holiday or a celebration at the Eventscheune Wallenburg, our aim is to bring people together and create moments that stay with them.

"Different at heart"

– or, as we say in German, *„Von Herzen anders"* – is more than a brand promise. It describes how we work together every day: attentive, dependable, open and human.

WHAT DRIVES US

Our Mission

We create encounters that people remember. With genuine warmth, attentive service, consistent quality and an eye for detail, we design stays and events that bring people together.

We respect the individual needs of our guests, foster a fair and safe working environment and use natural and economic resources with care. Every member of our team plays a part.

WHERE WE ARE HEADING

Our Vision

We are developing the Bayerischer Hof Miesbach for the long term as an attractive employer, a valued host and a financially sound hotel. Our Bavarian roots matter to us just as much as fresh ideas, responsible decisions and the continuous improvement of everything we do.

As part of the Tegernsee Schliersee Alpine region, we want to make a positive contribution for our guests, our employees, our partners and our home region.

OUR RESPONSIBILITY

Three pillars

01
SOCIAL
People at the centre

02
ENVIRONMENTAL
Protecting our home

03
ECONOMIC
Securing the future

01

SOCIAL RESPONSIBILITY

People at the centre

We respect human dignity and internationally recognised human rights. We reject discrimination, harassment and exclusion, as well as child and forced labour. Diversity, equality and equal opportunities shape how we treat our guests, employees and business partners.

- We stand for fair, lawful pay, compliant working and rest times, health protection and occupational safety.
- We promote personal development, participation, open communication and a healthy work–life balance.
- We treat guests and colleagues with attention, respect and professionalism, and we protect their privacy.

OUR COMMITMENT

We listen, take concerns seriously and work together to find constructive solutions.

02

ENVIRONMENTAL RESPONSIBILITY

Protecting our home

The foothills of the Alps are part of who we are. That is why we are steadily reducing the environmental impact of our hotel operations and using resources in a way that preserves a home worth living in for generations to come.

- We use energy and water sparingly, avoid waste and food waste, and make sure everything is carefully separated and disposed of.
- We review our cleaning, consumption and procurement processes for more resource-efficient alternatives and, wherever practical, choose regional, seasonal and durable products.
- When selecting suppliers, we look beyond quality and cost to environmental and social criteria, and we favour partners who share our values of sustainability, fairness and responsibility.
- We involve our employees, encourage practical ideas for improvement and invite our guests to join us in caring for the environment.

OUR COMMITMENT

We measure our sustainability performance regularly, define concrete measures to continuously improve our environmental footprint and review how effective they are.

We promote climate-friendly mobility, the responsible use of energy and water, and the reduction of emissions along our value chain.

For us, sustainability is an integral part of how we develop as a company and of the decisions we make every day.

03 Securing the future

ECONOMIC RESPONSIBILITY

Sound business practices make good jobs, high quality and investment in the future possible. We make decisions with long-term value in mind and take their social and environmental consequences into account.

- We use financial, human and material resources responsibly and efficiently – never sacrificing safety, human dignity or quality for short-term savings.
- We ensure guest satisfaction through reliability, cleanliness, professional service and a constructive approach to feedback.
- We make room for new ideas, meaningful digitalisation, transparent collaboration and long-term partnerships.

IN PRACTICE

How our principles come to life every day

These principles guide our managers and employees and serve as a benchmark for decisions and collaboration. We share them across the team, include them in onboarding and revisit them in meetings and training. Responsibilities and specific sustainability targets are set out in our operating procedures and action plans.

We review our progress regularly against suitable indicators and feedback, document improvement measures and adjust our approach where necessary. Suggestions and ideas from employees, guests and partners are always welcome.

Compliance with applicable laws and regulations goes without saying. Where we can achieve more, we continue to develop step by step.

These guiding principles are a voluntary commitment – not a statement of any certification already achieved.

WHAT UNITES US

Our six shared values

I Warmth

We meet people with openness, attentiveness and a genuine joy in hosting.

II Respect & Appreciation

We honour dignity, diversity and individual needs.

III Team Spirit & Solidarity

We support one another, communicate honestly and act together.

IV Quality & Professionalism

We work carefully and reliably, with an eye for detail.

V Sustainability & Responsibility

We consider the impact of our actions on people, the environment and our business.

VI Openness & Growth

We learn from feedback, question how we do things and stay curious.

OUR SHARED PROMISE

Hosts by conviction

We are hosts by conviction – rooted in our home region, open to new ideas and committed to acting responsibly towards people, the environment and the economy. Together, we create a place where hospitality can be felt and where the future is shaped sustainably.

ADOPTED BY THE MANAGEMENT

Nikola Apfelböck, Managing Director

Miesbach, October 2026

BAYERISCHER HOF
Miesbach

Hospitality from the heart. Responsibility for the future.

Hotel Bayerischer Hof Miesbach Betriebsgesellschaft mbH
Oskar-von-Miller-Straße 2–4 · 83714 Miesbach · Germany
+49 8025 288-0 · info@bayerischerhof-miesbach.de
www.bayerischerhof-miesbach.de