



PRESS RELEASE

Expanded partnership: HR Group acquires ten hotels from H World International

Berlin/Frankfurt am Main, 27 February 2025 – The Berlin-based HR Group is further strengthening its rapid expansion. The acquisition of ten hotels from H World International has been finalized. The portfolio includes seven IntercityHotels and three Steigenberger-branded properties. The hotels will continue to operate under their current, well-known brands as franchise properties. In total, ten hotels, 280 employees, and more than 1,600 rooms will now be integrated into the operational structure of HR Group. All existing contracts, including supplier agreements, remain unchanged.

In addition, H World International and HR Group have extended the existing franchise agreements for the Steigenberger Parkhotel Braunschweig and IntercityHotel Schwerin, further strengthening their long-term collaboration.

Ruslan Husry, Chairman & Chief Executive Officer of HR Group, stated: “I would like to thank the dedicated H World International team for the trustful collaboration throughout the entire transaction process. I am very much looking forward to successfully continuing the operations of the IntercityHotel and Steigenberger properties together with our new colleagues. As the largest multi-brand hotel operator in Europe, HR Group will ensure that these hotels are future-ready with our operational expertise and forward-thinking digital strategy.”

“We have worked diligently with Ruslan Husry and his entire team to create a win-win partnership. With this transaction, H World International executes on its asset-light strategy, assuring continued investments into the hotels and working with Europe’s fastest growing white label hotel operator, HR Group,” says Oliver Bonke, Chief Executive Officer of H World International and Managing Director of Steigenberger Hotels GmbH.

“All hotels continue to carry their current, well-known brands and benefit from H World’s global distribution power with its H Rewards loyalty program. We trust HR Group’s expertise as a leading hotel operator and franchisee. This agreement secures a promising future for our relationship and these hotels.”

With the acquisition of these seven IntercityHotels and three Steigenberger properties, the number of hotels operated by HR Group across ownership, lease, and management in Europe now exceeds 200.

The following ten hotels and their respective locations will be integrated into HR Group’s operational structure:



IntercityHotel Hannover Hauptbahnhof Ost
IntercityHotel Bonn
IntercityHotel Ingolstadt
IntercityHotel Braunschweig
IntercityHotel Mannheim
IntercityHotel Hildesheim
IntercityHotel Kassel
Steigenberger Conti Hansa Kiel
Steigenberger Hotel Bremen
Steigenberger Hotel Dortmund

IntercityHotels are synonymous with mobility, design, comfort, and service and are strategically located in major German cities. Their central locations provide easy access to key attractions, business hubs, as well as train stations and airports. The hotels feature modern design and contemporary services. The Steigenberger brand, on the other hand, represents heritage properties with outstanding comfort and warm hospitality. These ten hotels perfectly complement the existing HR Group Hotels & Resorts portfolio.

Picture material:



Caption: The Berlin-based HR Group acquired seven IntercityHotels and three Steigenberger hotels from H World International as part of its expansion strategy



About HR Group:

HR Group is the leading multi-brand hotel operating company in Central Europe. The Berlin-based company has been successfully acquiring, developing, and operating hotels and resorts for more than 15 years and is increasingly investing in digitalization to realize its goal of modernizing hospitality. HR Group works with established hotel groups such as Accor, Wyndham Hotel Group, Hyatt, Hilton, Marriott, Radisson, and IHG and successfully manages its own brands in the hotel, long-stay, and gastronomy sectors. The group also acts as a reliable partner for institutional investors such as Pandox AB, DEKA, DWS, Union Investment and others. The company has a strong presence in various markets and has achieved above market performance in recent years. Comprehensive market and in-depth property knowledge as well as professional management structures form the basis for its success. HR Group continues to look for city, and business hotels, both locally and internationally, as well as resorts in leading leisure destinations to expand their footprint.

About H World International:

H World International combines the strengths of seasoned brands with international hotel expertise. The company is represented in Europe, the Middle East, India and Africa, as well as in the Asia-Pacific region, and is advancing expansion with a balanced blend of lease, management, and franchise hotels. Nine unique brands are united under the umbrella of H Rewards – the consumer-focused and simple booking platform and unique loyalty program with more than 260 million members worldwide. H World International is part of H World, one of the world's largest and fastest growing hotel groups. Further information is available at int.hworld.com.

Contacts:

HR Group
Press Office
Stefan Rybkowski
Director of Communications & PR
+49 151 50668489
stefan.rybkowski@hrg-hotels.com
hrg-hotels.com

H World International
Eva Reinecke
Senior Manager Corporate Communications
+49 69 66564-427
media@int.hworld.com
int.hworld.com