



PRESS RELEASE

HR Group expands Greater China market presence, appoints Oliver Sedlinger as market representative

Berlin, 11. February 2025 – Oliver Sedlinger (52) and his agency have been representing HR Group, Europe's leading multi-brand hotel operator, in the source markets of Greater China since January 1st, 2025. This represents a significant expansion of HR Group's sales presence in the Greater China region, focusing on B2B sales and business development within the outbound travel market.

As the biggest multi-brand hotel operating company in Europe, and one of the fastest growing global hospitality groups, HR Group will strengthen its international sales structure, particularly in the three travel source markets of Mainland China, Hong Kong, and Taiwan across all business segments.

The priority of this new partnership will be to market the group's fast growing hotel portfolio. In this capacity, Oliver Sedlinger will be responsible for enhancing HR Group's market presence and strengthening the sales of its hotel portfolio within a market that is of great importance to the company. Together with his team, he will cooperate and work closely with local tour operators, travel agencies, and other partners.

Oliver Sedlinger has more than 24 years of experience in China, a period which has seen him achieve success in a variety of executive management roles including the German National Tourist Board (GNTB) and successfully representing various international tourism suppliers from different fields. As the owner and CEO of a consulting and marketing agency that specializes in the Chinese outbound travel market, he and his team represent and support international clients in cultivating their business from one of the most important tourism source markets in the world.

"We are anticipating unprecedented growth over the next few years," says Ruslan Husry, Chairman & Chief Executive Officer of HR Group. "Oliver Sedlinger is an extremely experienced and very well-connected representative in the Greater China market. He provides a channel whereby we can expand our market presence and the sales of our hotels, destinations, and services amongst the Chinese outbound travel industry. The Greater China market has enormous potential, and we expect it will become one of our leading source markets."

"Market demand is strong, and with 200 hotels, HR Group has a very attractive offer – in number of hotels, in variety of brands, in network of destinations," Oliver Sedlinger adds. "I believe this will be very interesting to the local travel agents and we are looking forward to working with them closely."



Picture material:



Caption: HR Group appoints Oliver Sedlinger as market representative for Greater China

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 Sedlinger & Associates:

Sedlinger & Associates are tourism consultants specialized in the Greater China outbound travel market. Embedded in the market, with bases in Hongkong and Beijing the agency has been at the pulse of the market since 2000. Clients come from various fields including accommodation, destination, resort, transport, retail, service.

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