



PRESS RELEASE

Heinz Krähenbühl becomes Cluster General Manager for the Zurich Mövenpick Hotels of HR Group

Berlin, 13 March, 2025 – The Berlin-based HR Group is pleased to announce that as of March 1, 2025, Heinz Krähenbühl has taken on the role of Cluster General Manager, overseeing both Mövenpick Hotel Zürich Airport and Mövenpick Hotel Zürich Regensdorf. The experienced hotelier has been with HR Group since 2021, managing Mövenpick Hotel Zürich Regensdorf. In his new position, he also assumes leadership of Mövenpick Hotel Zürich Airport, returning to a familiar location where he previously worked from 2004 to 2005.

A native of Zurich, Heinz Krähenbühl brings extensive international experience in the hospitality and gastronomy industries. After training as a chef and earning his Swiss Federal Diploma in Hotel Management, he began his career in Switzerland before taking on various international roles. He spent over 15 years as a General Manager with the Mövenpick Group, working in Beirut, Jordan, Kuwait, and Bahrain. His career also took him to Moscow, Singapore, and Dubai. Upon returning to Switzerland, he led the Crowne Plaza Zürich for nearly six years before taking responsibility for Mövenpick Hotel Zürich Regensdorf and Vienna House by Wyndham Zur Bleiche Schaffhausen in 2021.

With his extensive experience and deep understanding of the Zurich hotel market, Heinz Krähenbühl brings valuable expertise to his new role. “I am very much looking forward to the challenge of leading both Zurich Mövenpick hotels and, in particular, to returning to Mövenpick Hotel Zürich Airport. My goal is to further develop the hotels together with the teams and provide our guests with outstanding experiences,” says Heinz Krähenbühl.

Picture material:



Caption: In addition to Mövenpick Hotel Zürich Regensdorf, Heinz Krähenbühl is now also responsible for Mövenpick Hotel Zürich Airport



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.

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