



## PRESS RELEASE

### **HR Group launches Revo Hospitality Group: an innovative full-service platform for the hotel industry**

**Berlin, 1<sup>st</sup> of April 2025** – Under the umbrella of HRG Hospitality B.V. & Co. KG, Europe's leading multi-brand hotel operator, the new brand Revo Hospitality Group has been launched in Berlin. Revo Hospitality Group positions itself as a full-service platform for brand management, hotel management, and hospitality technology. The goal is to reinvent and shape the global hospitality industry with innovative, creative and digital hotel concepts.

The Revo Hospitality Group represents the entire hotel portfolio of HR Group. Among the established partners are several renowned global hotel chains, including Wyndham Hotels & Resorts, Accor, and IHG.

Including its own hotel brands – like Vagabond Club, Hyperion, and Aedenlife – Revo Hospitality Group operates more than 260 hotels across twelve European countries. The launch of the new brand Revo Hospitality Group marks the next logical step in HR Group's rapid expansion since its founding in 2008. This growth trajectory reached a milestone in 2025 with the acquisition of over 60 hotels from H-Hotels and 10 properties from H World International.

"We see Revo Hospitality Group as an entirely new approach to hotel management. We are the visionary scaling partner for both landlords and hotel franchise partners – they entrust us with their properties, and we streamline processes while offering an innovative, flexible concept that we call 'plug-and-play,'" says Ruslan Husry, CEO and owner of HR Group. "Our vision is more of a Revolution – our goal is to create highly personalized hotel experiences with seamless, highly functional operations running in the background. With this, we are not just redefining the hospitality industry; we are reinventing it," Husry adds.

From concierge services and booking & billing systems to innovative food & beverage concepts: Revo Hospitality Group uses a comprehensive ecosystem of digital solutions to revolutionize the guest experience at any time. The Revo Hospitality Group is led by the Managing Directors Robert K. Kennedy, James Lamb and Jonathan Mills.



Caption: The brand Revo Hospitality Group positions itself as a full-service platform for hotel operations to revolutionize guest experience and shape the global hospitality industry.

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**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.

**Presscontact:**

Achtung!

Dorina Bogdanski

[Press.HRGroup@achtung.de](mailto:Press.HRGroup@achtung.de)

+49 151 51742334