



PRESS RELEASE

HR Group acquires Boutique Hotel in Westerland on Sylt

Berlin, 2nd May 2024 – The Berlin-based HR Group takes over the Strandhotel in Westerland on the popular German North Sea island of Sylt from 1st May 2024. The contract has been finalised between the owning consortium, Strandhotel Sylt GmbH, and the HR Group.

Located in a prime position close to the main beach of Westerland, the boutique hotel boasts 53 rooms and suites, a lobby, a breakfast restaurant, a bar, and a terrace. Additionally, the property offers a sauna area with a steam bath and sauna, as well as a private underground car park with 40 spaces. Beach access is directly available via a dune ascent, and the bustling promenade and pedestrian zone of Westerland are just a few steps away.

Ruslan Husry, owner and CEO of the HR Group, commented on the acquisition: “The Strandhotel Sylt is an excellent addition to our resort portfolio. This beautifully located hotel perfectly complements our strategy to increasingly position ourselves in the resort hospitality sector with premium properties, alongside our city and business hotels.”

Over the coming months, intensive work will be undertaken on a development concept for the hotel. This will encompass the rooms and suites, as well as the public areas and the culinary concept. The HR Group brings a variety of high-class dining concepts to the table, which will enhance the existing gastronomic offerings on Sylt.

Operational management commence on 1st May 2024, initially under the HR Group Individuals brand, following which the property will also transfer to the Berlin company. All hotel staff will be retained.



Caption: The Strandhotel Sylt in Westerland is taken over from HR Group ©HR Group

About HRG:

HR Group is one of the leading multi-brand hotel operating companies 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 modernising hospitality. HR Group works with established hotel groups such as Accor, Wyndham Hotel Group, Dorint Hotels & Resorts, Hyatt, Hilton, Marriott, Radisson, IHG and Deutsche Hospitality 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 average 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.

Contact:

Press Office

Betina Welter

VP Communications and Brand Marketing

+43 1 333 737355

betina.welter@hrg-hotels.com