

PRESS INFORMATION

Hirmer Hospitality heralds pre-opening for project in Bad Gastein:

Michael Posch becomes General Manager at Straubingerplatz Ensemble

Munich, July 12th, 2022 (w&p) – Kickoff for the pre-opening: On July 1st 2022, Michael Posch took up his position as General Manager for the Straubingerplatz Ensemble in Bad Gastein, which has already attracted plenty of attention during the project phase. The listed construction consisting of Hotel Straubinger and Badeschloss, is part of the Hirmer Hospitality portfolio and is currently being completely renovated. The opening is planned for 2023.

Michael Posch is truly at home in the hotel industry. In the past 30 years, the native Austrian has worked in various positions in the areas of operations, sales and marketing in renowned hotel chains in Germany, Austria and Switzerland. Since 2013, the 53-year-old has expanded his expertise on an international level: He first opened the Regent Porto Montenegro very successfully as General Manager and was then as the Executive Director responsible for the strategic development and opening of the Portonovi Resort - a destination that has been setting new standards in luxury on the Adriatic coast of Montenegro since 2020. Other stations in Michael Posch's career included the Esterhazy foundations in Eisenstadt, the Leonardo Royal Hotel Berlin and the Leonardo Boutique Hotel Rigi Hof Zurich, the Holiday Inn Berlin City East, the Estrel Berlin and the Hilton Hotels in Berlin and Munich. He completed his education at the Tourism College Bad Gleichenberg in Styria and expanded his professional continuously, most recently with a certificate for "Hotel Real Estate Investments & Asset Management" at the renowned Cornell University last year.

Michael Posch is enthusiastic about his new task: "I am delighted to be a part of the Hirmer family and to be able to contribute to awakening Bad Gastein from its slumber. Creating a new dore in an old shell is challenging but with my passionate role as host and advisor I would like to fill the house with life and soul together with my team."

"We warmly welcome Michael Posch and wish him a good start. It is a great pleasure for us to have him as a new member of the Hirmer Group! In the past years, he has impressively proven that his strengths clearly lie in the operational area and in the topics of hotel openings, renovations, pre-openings as well as re-branding of special projects. This extensive expertise is very valuable as the ensemble at Straubingerplatz is something very special for us," explains Edith Gerhardt, Managing Director of Hirmer Hospitality.

About Hirmer Hospitality

Hirmer Hospitality is part of the long-established, family-run Munich-based Hirmer Group and combines two strong hotel brands under one roof: Travel Charme Hotels & Resorts, the leading expert for vacation hotels in Germany and Austria, and the young and dynamic lifestyle concept Urban Nature with the property in St. Peter-Ording opening in April 2022. These will soon be joined by selected individual hotels in the luxury segment, such as L'Affetto sul Lago di Garda in Salò on Lake Garda, announced for fall/winter 2022. This will be followed by

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further spectacular new openings in Bad Gastein and at Tegernsee. In total, Hirmer Hospitality's portfolio currently includes ten hotels and five hotel projects in Germany, Austria and Italy. With the restructuring of the company, the new brand and innovative concepts, the Hirmer Group is setting the course for its further expansion in the hotel segment, with the long-term aim of becoming one of the market-leading hotel companies in German-speaking countries and positioning itself sustainably as a trusted employer brand.

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