



PRESS RELEASE

5-Star Hotel Seehof Davos Joins HR Group

Berlin/Davos, January 20, 2025 – The Berlin-based HR Group officially signed the lease with the historic 5-star Hotel Seehof Davos (CH) on January 17, 2025. The luxury Hotel Seehof, located in the scenic Alpine town of Davos, is part of Aaroundtown's portfolio. The contract was signed last week in Davos. This follows the HR Group's acquisition of the 5-star Grandhotel Bélvèdere in the same town in March last year, further solidifying its presence in Davos. With this latest acquisition, HR Group now operates 10 hotels in Switzerland, marking another milestone in its expansion strategy.

The Hotel Seehof, established in 1869, is one of the oldest hotels in Davos. Ideally situated directly on the Promenade, it combines traditional charm with luxurious comfort. The property features 113 rooms and suites, accommodating a total of 236 beds, along with three restaurants, including the panoramic restaurant and the Chesa Seehof restaurant. Guests can also enjoy a spacious 450-square-meter wellness area, complete with a sauna, steam bath, and fitness room.

During the World Economic Forum, Ruslan Husry, Chairman & Chief Executive Officer of HR Group, expressed his excitement about the portfolio expansion: "The lease of Hotel Seehof is a significant step for our company. This property is a perfect addition to our 5-star portfolio and offers us an opportunity to further enhance our commitment to exceptional service and hospitality in one of the most prestigious Alpine regions. The timing is perfect—during the WEF, we are proud to contribute to this global event with not just one, but two of our properties in Davos."

The hotel will continue to operate under the name "Hotel Seehof Davos" for the time being, without affiliating with an international brand. The hotel's employees will be offered continued employment, and existing supplier contracts will either be maintained or renegotiated. Guests of Hotel Seehof Davos can rest assured that HR Group will preserve the heart and soul of the property. They can continue to expect the same luxurious comfort and outstanding service the hotel is known for. General Manager Tobias Homberger looks forward to welcoming both new and returning guests.

With the acquisition of Hotel Seehof Davos and the planned renovation and modernization of the Grandhotel Bélvèdere, HR Group is making a significant investment in the local hospitality industry and the Davos region.



Image Material:



Caption: The 5-star Hotel Seehof Davos is now part of the Berlin-based HR Group

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, Dorint Hotels & Resorts, Hyatt, Hilton, Marriott, Radisson, IHG and H World International 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

Stefan Rybkowski

Director of Communications & PR

+49 151 50668489

stefan.rybkowski@hrg-hotels.com