



PRESS RELEASE

HR Group appoints Sven Fritzsche as Cluster General Manager for Pullman Berlin Schweizerhof and Vagabond Townhouse Berlin

Berlin, January 23, 2025 – HR Group, headquartered in Berlin, has appointed Sven Fritzsche as the new Cluster General Manager for Pullman Berlin Schweizerhof and Vagabond Townhouse Berlin. Fritzsche assumed his new position on January 1 and brings more than 20 years of experience and expertise in the international hospitality industry. His extensive career includes roles at top brands such as A-ROSA, AIDA Cruises, Barceló, and Kempinski.

Most recently, Sven Fritzsche served as Hotel Director for A-ROSA Sylt and temporarily took over the management of A-ROSA Collection Ceres am Meer on Rügen. During his tenure at AIDA Cruises, he was responsible for hotel operations on board, managing more than 1,000 guest beds, diverse culinary offerings, and an extensive entertainment program.

He gained international experience in Dubai, where he oversaw the opening of a Barceló hotel. Additionally, he held leadership roles at Kempinski Hotels in destinations such as China, Mongolia, Malta, Bahrain, and Switzerland. Notably, his tenure in St. Moritz exemplifies his expertise in luxury hospitality, where he implemented and maintained the highest standards.

With a clear focus on strategy, operational excellence, and a passion for guest service, Sven Fritzsche will drive the continued development of Pullman Berlin Schweizerhof and Vagabond Townhouse Berlin. HR Group is delighted to welcome an experienced and dedicated hotelier who will steer these two top-tier Berlin properties towards further success.

“I am excited to work with the outstanding teams at Pullman Berlin Schweizerhof and Vagabond Townhouse Berlin to create new highlights and deliver even more unique experiences for our guests,” said Sven Fritzsche upon his appointment.



Picture material:



Caption: Sven Fritzsche is the new Cluster General Manager of Pullman Berlin Schweizerhof and Vagabond Townhouse Berlin.

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, 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 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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