



## PRESS RELEASE

### **Michael Naber appointed as Cluster General Manager at Steigenberger Parkhotel Braunschweig and ibis Styles Magdeburg**

Braunschweig/Berlin, August 7, 2024 – Michael Naber is the new Cluster General Manager of Steigenberger Parkhotel Braunschweig and ibis Styles Magdeburg, operated by the Berlin-based HR Group. With over three decades of international experience in the hospitality industry and an impressive track record in leadership roles worldwide, he will be responsible for the two hotels, leading them into a new era.

Trained as a hotel manager, Naber's career includes significant roles in Food & Beverage as Resident Manager, Hotel Director, and Cluster Director at international hotel chains such as InterContinental, Best Western, Sheraton, Marriott, and Al Khozama Management in countries including Saudi Arabia, Zambia, and the UK. Before joining Steigenberger Parkhotel Braunschweig, the Heidelberg native was the Hotel Director at Ahorn Harz Hotel Braunlage, where he successfully transformed the hotel from a business hotel to a popular vacation destination.

"I am very excited to be part of the HR Group and to bring my international experience to the two differently positioned hotels. This is a great task, and my goal is to optimize the guest experience, further strengthen the hotels' position in the region, and make the hotels even more successful by increasing revenue and guest satisfaction," says Michael Naber.

The Steigenberger Parkhotel Braunschweig is positioned in the premium segment and offers business travelers and tourists a wide range of first-class room comfort, various dining options, comprehensive conference and event spaces, as well as a large wellness area. The ibis Styles Magdeburg features a fresh and modern design, comfortable rooms – also very appealing to families – and many uncomplicated services.

**Images:** Michael Naber, new Cluster General Manager at Steigenberger Parkhotel Braunschweig and ibis Styles Magdeburg



**About HRG:**



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 digitalisation 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.

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