



PRESS RELEASE

Strategic Milestone: HR Group acquires H-Hotels with more than 60 properties

Berlin/Bad Arolsen, 27 February 2025 – Berlin-based HR Group has acquired H-Hotels, one of the largest privately managed hotel companies in Germany. The transaction, effective as of 25 February, includes over 60 hotels across Germany, Austria, Switzerland, France, and Hungary. H-Hotels GmbH, headquartered in Bad Arolsen, Hesse, operates well-established brands including Hyperion Hotels, H4 Hotels, H2 Hotels, H+ Hotels, H.ostels, and H.omes.

This acquisition marks a milestone in HR Group's dynamic growth trajectory. With this expansion, the group significantly increases its current portfolio by around one-third and further strengthens its position as Europe's leading multi-brand hotel management company.

"A special thank you goes to my colleagues at H-Hotels, Alexander Fitz and Thomas Querl, without whom this monumental task would not have been possible. We are convinced that H-Hotels, with its strong brands, high-quality properties, and outstanding corporate culture, is a perfect fit for our portfolio. We look forward to working together with our new colleagues to further develop H-Hotels and to combine the strengths of both companies," says Ruslan Husry, Chairman & Chief Executive Officer of HR Group.

HR Group will further develop the H-Hotels brand for the future. H-Hotels will continue to operate under its established name. This transaction underscores the strategic significance of the company's business model and its strong market presence within the European hospitality sector.

HR Group will leverage its expertise in areas such as procurement and sales to unlock additional synergies. Over the coming months, HR Group will work closely with H-Hotels' teams to define a long-term vision on digitalization as well as food and beverage concepts and optimal organizational structure.

"H-Hotels is renowned for its excellent properties and diverse brand portfolio, ranging from budget-friendly accommodations to premium hotels. We are excited to further develop this valuable portfolio and strengthen our market presence. At HR Group, we are committed to open and transparent communication with all employees – both within our organization and at H-Hotels. We warmly welcome our new colleagues," Husry adds.

Image material:



Caption: Berlin-based HR Group has completed the acquisition of H-Hotels, one of Germany's largest privately managed hotel companies, effective 25 February

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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, and IHG 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.

About H-Hotels:

H-Hotels GmbH, based in Bad Arolsen, Hesse, was one of the largest private hotel chains in Germany. It has been on the market since 1969 and has over 55 years of experience as a host. More than 60 establishments are currently grouped under the umbrella of H-Hotels GmbH.



With one click on h-hotels.com, guests enter a world full of different brands: from the timeless elegance of Hyperion Hotels to the gourmet comfort of H4 Hotels, the affordable design H2 Hotels, the very personal H+ Hotels, the H.omes Serviced Apartments and the simple and practical H.ostels. These establishments can be found between Hamburg and the Alps, at over 40 destinations in Germany, Austria, Switzerland, Hungary and now also in Paris. In November 2024, the hotel group opened the H2 Hotel Saarbrücken, followed by the H2 Hotel Erfurt in April 2025.

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