

P R E S S I N F O R M A T I O N

Travel Charme Hotels & Resorts with a new Director on Usedom:

Marcus Scharon becomes General Manager at the Strandidyll Heringsdorf

Berlin, June 28th 2022 (w&p) – Change of management on the Baltic Sea: Marcus Scharon is the new general manager of the Strandidyll Heringsdorf on the island of Usedom, which is operated by Travel Charme Hotels & Resorts, a division of Hirmer Hospitality. He succeeds Detlef Kruse, who has been responsible for the successful development of the four-star superior hotel over the past 20 years and is now retiring.

Marcus Scharon can already look back on a long, successful career in the hotel industry. Over the past 25 years, he has held a wide variety of positions in the areas of F&B and Operations in renowned hotels in Germany and the USA. For a significant part of this time, he worked for Marriott International in Berlin, Washington, Wolfsburg and finally Hamburg, where he progressed from Food & Beverage Manager to Director of Operations in 2019. Furthermore, the 44-year-old, whose career began in the conventional way with an apprenticeship as a hotel manager in his hometown of Rostock, gained valuable experience as Restaurant Manager of Doc Cheng's at the Fairmont Hotel Vier Jahreszeiten Hamburg and as Butler Manager at the MGM Grand Hotel & Casino in Las Vegas.

As the new director at the Strandidyll Heringsdorf, Marcus Scharon has set himself the goal of expanding the hotel's reputation far beyond the island of Usedom: "I am very much looking forward to the new challenge at Travel Charme Hotels & Resorts and a truly delightful working environment. I will do my best to build on the successes Detlef Kruse has achieved with his team. But of course, I also want to leave my own mark on the hotel through my work and commitment, as well as inspire employees and guests alike."

"The Strandidyll Heringsdorf has been a top address on Usedom for decades and Detlef Kruse is to be credited for the excellent level of guest satisfaction. With his tireless focus on the highest quality, the establishment of innovative standards and an incomparable standard of service, he ultimately developed Strandidyll Heringsdorf into what it is today. Now, as he enters into a well-deserved retirement, we thank him for his personal commitment and wish him the very best for his future path," explains Edith Gerhardt, Managing Director of Hirmer Hospitality. Continuing, Gerhard adds: "At this time, we welcome Marcus Scharon, a highly committed and experienced hotel industry expert. In my professional past, I already had the pleasure of experiencing his outstanding professional competence and his passionate spirit firsthand. Thanks to his strong ties to the region and his passion for the hotel industry, we are confident Marcus Scharon will inspire our future guests, contribute to the innovative further development of the hotel and bring important new ideas to the island."

"After many successful years, Travel Charme and I are now parting ways and I am proudly handing my post as General Manager over to Marcus Scharon. During my time at the Strandidyll Heringsdorf, I was able to gather wonderful experiences and always enjoyed great encounters. In this sense, I would like to thank all employees and guests and wish Marcus Scharon all the best for his work at the hotel."

TRAVEL CHARME

Hotels & Resorts

PRESS INFORMATION

About Travel Charme Hotels & Resorts

The Travel Charme Hotels & Resorts brand stands for ten individual and characterful holiday hotels in Germany and Austria. In Germany, the unique personalities can be discovered on the Baltic Sea in Kühlungsborn and on the islands of Rügen and Usedom. Other locations are Wernigerode in the Harz Mountains and the Hotel Bachmair am See in the Bavarian foothills of the Alps. The Hotel Bachmair am See is currently undergoing extensive conversion and renovation and will subsequently open with a completely new and modern concept. In Austria, the hotels are located at Achensee in Tyrol, in Kleinwalsertal and in Werfenweng in Salzburgerland. The HIRMER Group is focusing on expansion. In addition to an already opened hotel in St. Peter-Ording on the North Sea, the group is currently developing projects in Boltenhagen on the Baltic Sea, Salò on Lake Garda and in Bad Gastein in Salzburgerland. As a Munich-based family business and specialist for men's fashion in the retail sector, the HIRMER brand, with its other business areas of real estate and hotels, stands for a modern zeitgeist, individuality and personality. These values are reflected in the diverse portfolio of Travel Charme Hotel & Resorts and promise an incomparable holiday experience. For more information, visit www.travelcharme.com and www.hirmer-hospitality.de.

For further press information and images:

Franziska Küpfer | Patricia Baur

Wilde & Partner Communications GmbH

Tel. +49 (0)89 - 17 91 90 - 578

travelcharme@wilde.de | wilde.de