

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

Tee off in the spirit of charity:

Travel Charme Hotels & Resorts support Sven Hannawald's 6th charity golf tournament

Berlin, July 11th, 2022 (w&p) — Sporting for a good cause: For the sixth time, Sven Hannawald hosted his annual charity golf tournament in Neuburg at the Danube. The former ski jumping world champion uses the event to collect donations traditionally for his Sven Hannawald Foundation, to support young sports talents. Due to a cooperation with the former top athlete that has existed since 2019, support was again provided by Travel Charme Hotels & Resorts - in the form of catering directly on site. Moreover the Hirmer Hospitality hotel group again provided hotel vouchers for the raffle.

In addition to host Sven Hannawald, various prominent friends and partners of the former ski jumper's sporting and professional network have been guests at the event including long drive champion Robin Horvath aka "The Hungarian Hulk" – as in the previous year, auctioned off his tee shot on hole 10 in the spirit of charity. At hole 11, Korbinian Kofler, golf club manager of the Wittelsbach Golf Club, impressed with a hole-in-one shot. For his hit over a distance of 172 metres, he was awarded a 250g gold bar from pro aurum.

Travel Charme Hotels & Resorts provided a top-class Half Way catering during the tournament day, organised by the Ifen Hotel team from Kleinwalsertal. Furthermore the group donated three prizes for the raffle: a voucher for a stay at the Ifen Hotel and further two vouchers for stays at a hotel of choice of the Travel Charme portfolio. In total, the event raised 15,000 euros for a good cause - from the participants' entry fees over the proceeds from the raffle and generous donations to sponsors of the foundation.

"As a passionate amateur golfer, I am very pleased to be able to combine sport with a good cause in this tournament again in 2022, while supporting young talents at the same time. I am very grateful for partners like Travel Charme Hotels & Resorts, without whom such a campaign would not be possible" explains Sven Hannawald.

Edith Gerhardt, Managing Director of Hirmer Hospitality, adds: "Cohesion and team spirit are of paramount importance when it comes to sporting togetherness. With our involvement in Sven Hannawald's charity tournament, we are committed to those core values and at the same time contribute to the development of young talents."

The Sven Hannawald - Foundation focuses on the promotion of young people in the field of sport, especially in ski jumping, as well as the promotion of public health care, specifically in the field of prevention and cure of burnout-diseases. With the total profit from the charity golf tournament, Sven Hannawald makes a significant contribution to the financing of the foundation.

The partnership between Sven Hannawald and Travel Charme Hotels & Resorts has already existed since 2019 and includes, among other things, the common alignment of "mind and motion" workshops and camps.

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.

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