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Achim Marowsky
Der Hotelberater²

Imagination is more important than knowledge.

Albert Einstein (1879-1955) German Physicist, Nobel Prize winner



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The business consultancy – Der Hotelberater² - was founded in Grünwald near Munich by Achim Marowsky in 2005.

Our main focus points are the consulting of private investors, banks and institutional investors with their hotel projects, as well as helping international hotel groups developing their network in Europe. Other focus points are concepts for individual hotels, feasibility studies, site search and analysis, business plans, hotel pre-openings, and connect hotel operators and investors.

Today “Der Hotelberater²” is a network and has its seat in Berlin.

Achim Marowsky is co-founder and CEO of i.gen hotels in Potsdam, the master franchiser of easyHotel in Germany.

He is also co-founder and partner of Curator Hotels in Bochum, operator and manager of hotels and franchisee of international hotel groups such as Marriott, Hilton and Accor.



I am not young enough to know everything.

Oskar Wilde (1854-1900) Irish essayist, novelist, playwright and poet.

Achim Marowsky - Der Hotelberater²

Background:

After his studies and operational experience in the Hospitality industry, Achim Marowsky worked over 20 years for the French hotel group Accor in different functions and areas of the world.

After two hotel openings in Germany, he was delegated to Cairo as General Manager of the Sofitel Pyramids Park. The simultaneous management of the pre-openings of the Sofitels Sphinx in Cairo and Old Winterpalace in Luxor were an extra challenge.

With his inovative contributions the Accor group incorporated all resort hotels under the brand Coralia.

From Egypt he went to Mauritius, where he managed the Sofitel Imperial for a Taiwanese owner and turned it into one of the top five luxury Hotels in the Indian Ocean.

A completely new experience was then the Management and development of Accor Hotels in southern China, until the hand-over of Hong Kong to China, with the operational base at the Sofitel Shanghai.

After his return to Europe Achim Marowsky opened the Accor office in Dubrovnik/Croatia and converted several State owned Hotels along the Adriatic coast in to brand Hotels of the group.

The takeover of the Hungarian Pannonia group brought him to Budapest. Here he was in charge of the integration of the Management structure and the operational Management of the Accor-Pannonia Hotels in Central Europe.

He was then called to the Senior Management of Accor Germany, so the family moved to Munich. In Germany he took the lead of the hotel brands Novotel and Suitehotel. In addition he shaped and accompanied the conception and integration of Dorint Hotels into Accor Germany.



Strength lies in quality.

Friedrich Nietzsche (1789-1859) German philosopher

Projects and references: **Conception:** Golf & Spa Hotel Budersand Hörnum Sylt - Golf and Country Hotel Montabaur - Altes Hauptzollamt München – Hotel chain Ryanair Inn Europe - Hotel Glatter Aal Rostock - IKEA Hotels in Europe - Hotel US Rasthaus Chiemsee - Kongresshotel Storkower Straße Berlin – Patient hotels in Germany - Franchise A&O Hostels Germany – H2 Hotels (preliminary work) – AHA Hotels (preliminary work) - Wellness- & conference hotel Olympia Dortmund – Wellness hotel Karlshagen Ostsee – holiday complex – **Market introduction:** Toyoko Inn Hotels Europe – easyhotel – Hampton by Hilton - **Market observation:** for Yotel Hotels in Germany - **Mediation:** Treff Hotel Dresden - Von Steuben Hotel Garmisch Partenkirchen - Hotel Ramada Schaffhausen/Schweiz - Hotel Ramada Stuttgart – Mercure Wetzlar – Concorde Hotel Berlin – Grandhotel Murano Venedig – **Feasibility studies:** Holiday Inn Express Moskau & St. Petersburg - Hotel Trabrennbahn Budapest - Ramada Hotel Klosterstraße Berlin - Hotel NH Grolmannstraße Berlin - NHow Hotel am Mediahafen Berlin - NH Hotel Wolfsburg - several easyHotel projects - Tagungsquartier Bayreuth – several Hampton by Hilton projects – **Site location analysis:** Lietzenburgerstrasse Berlin - Hotel Trabrennbahn München Riem - Grandhotel Wasilewskij Insel St.Petersburg - Intercity Göttingen – Intercity Schwerin - NH Potsdam - Best Hotel Schoppsdorf - Hotel Mediterana Bergisch Gladbach - Hotel Intercontinental Jerusalem - Patientenhotel Bad Saarow - several easyHotel locations - several Curator locations – **Site location search:** Ramada Hotels – Toyoko Inn Hotels – Holiday Inn Express – Hampton by Hilton – Courtyard by Marriott – Choice Hotels – easyHotels - **Consulting:** Fundus Hotel-Immobilien - Nippon Development Corporation - Hotel Schloss Schkopau - Hotel Bad Schachen am Bodensee - Selling Hotels Dr. Ebertz Group – Selling franchise rights of Gosch Sylt - Griffin DK buying Scandic Potsdamer Platz – Contract and development Hotel4Youth Berlin - Design.Planung Zürich – Projekte BayernLB - **Pre-Opening:** Axel Hotel Berlin - easyHotel Berlin Hackescher Markt - Hampton by Hilton Berlin - **Takeover:** Mercure Hotel Wetzlar - Mercure Berlin Tempelhof Airport – **Several Business plans**

