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New Marketing Manager at A&O

Katharina Wallmann moves from a catering start-up to the A&O hotel group. The 26-year-old Austrian will now be responsible for the chain's overall brand presence and heads a team of seven.

Speaking about her new remit: "I am convinced of my ability to plant the A&O brand firmly in people's minds! Europe has exciting cities, and we have the matching accommodation! Looking after the world's most wonderful pastime – travel – is a rewarding mission!"

Wallmann comes from a Salzburg hotelier family and was most recently in charge of marketing an online portal for corporate catering. She comes to A&O with expertise in the tourism industry and longstanding experience in the start-up world.

"Katharina was a stroke of luck for us! She embodies our international approach: Austrian-British roots, fluent in Italian and Russian, experience of foreign markets and a background in hotels; what's more, she's a qualified chef, young and agile and has a passion for challenges. The list is long", says a delighted Oliver Winter, General Manager of the A&O chain.

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About A&O HOTELS and HOSTELS

A&O HOTELS and HOSTELS has operated 32 hostels in 20 cities and five countries (Germany, Austria, the Netherlands, the Czech Republic, Denmark) since 2000. As the largest hostel provider in Europe, the chain is growing by more than 20 per cent p.a.; more establishments in Bremen, Copenhagen and Venice will be opened during 2017.

With around 23,000 beds and more than 3.7 million overnight stays in 2016, A&O reported revenue of around €114 million. The chain positions itself on the market as a provider of centrally located hotel properties with the best value for money for the guest.

The brand focuses on a wide range of en-suite room categories, so that travel-oriented target groups from single travellers, couples, families through to large groups can all be accommodated under one roof. Our guests' reasons for travelling include leisure/city breaks (40 per cent), group/class trips (37 per cent), family trips (15 per cent) and business tourism (8 per cent).

The company enjoys above-average direct sales and online marketing: 52 per cent of guests book their accommodation online; aohostels.com is the most popular booking channel.

Around 19,600 class trips have come to rely on the service and quality we offer.

The hotels and hostels are 4-star QMJ certified, reviewed by the TÜV (Technical Inspection Association) in accordance with the 'Youth Hostel Quality Standard' and carry the youth travel quality seal of 'Reisenetz Deutschland' (Travel Network Germany). The A&O group has received the Double A Rating from the TREUGAST Solutions Group for the third year running now.

The chain is actively involved in sports and education and has been supporting SOS Children's Villages since 2004, youth sports at 1. FC Union Berlin since 2010, youth sports at SK Sturm Graz since 2014 as well as at SV Viktoria Pilsen since 2016.

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