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Photo caption: Markus R. Kempen and Max-Peter Droll will take over the business of the Aldiana Group.

Change in Aldiana Management: Markus R. Kempen and Max-Peter Droll Take Over as New Dual Leaders

Cologne/Frankfurt, 25 May 2022. Aldiana, the premium provider for resort holidays, announces the new management: As of 1 June 2022, Markus R. Kempen and Max-Peter Droll will come on board and take over the business of the Aldiana Group in future.

Markus R. Kempen will focus on the operational business as Managing Director. Max-Peter Droll takes over the financial division as Managing Director and Chief Financial Officer (CFO) of the Aldiana Group. Droll was already CEO of Aldiana between 2015 and 2018 and is thus returning to the premium brand. The expert for the resort hotel business, Markus R. Kempen, has successfully developed the sports hotel brand Playitas Resort as Managing Director over recent years, and will continue to support it in a dual function in future.

The new management duo supersedes Stefanie Brandes and Bart Rijnhout as managing directors. After four years as Managing Director, Stefanie Brandes will leave the Aldiana Group at her own request, in order to transfer to the Management Board of the Lindner Hotel & Resorts hotel brand. She is leaving the company at the end of August to ensure a smooth transition. Bart Rijnhout will already leave Aldiana Group at the end of May 2022, and will return to the Swiss real estate group LMEY.

“We would like to thank Stefanie Brandes and Bart Rijnhout for their wholehearted commitment to the Aldiana Group. As Senior Management, they have both succeeded in leading Aldiana through the difficult time of the pandemic”, as emphasised by Georg Schmickler, CEO DER Touristik Group Hotel Division. “With her high level of marketing and sales competence, Stefanie Brandes has strongly

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positioned the brand within the premium segment.”

“With Markus R. Kempen and Max-Peter Droll, two passionate tourism experts will take over, who have long-standing management experience in the resort hotel business. Together, they will further develop the brand and support the expansion strategy of DER Touristik’s hotel business”, Schmickler added.

In his new role at Aldiana, Kempen will focus on further enhancing the resort brand’s portfolio to a high-quality standard and on growing with new clubs. “Especially in the premium segment, we see enormous potential for growth which we will harness. Our goal is to enable people to experience Aldiana in even more locations across the world – and to further develop and refine the range in the spirit of a modern premium brand”, according to Kempen. “In doing so, we will closely collaborate with DER Touristik sales, so as to optimally exploit our potential in the market”, adds Droll.

As a premium provider in the resort sector in Europe, Aldiana is one of the leading tour operators for resort holidays and manages upmarket facilities in Greece, Italy, Austria, Spain and Tunisia. In May 2022, DER Touristik Group completely took over the Aldiana Group and integrated it into the travel group as a premium brand. The hotel business of DER Touristik ranks among the company’s strategic areas of growth and will be bundled in the DER Touristik Group Hotel Division under the auspices of Georg Schmickler.

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Background:

The DER Touristik combines its hotel brands Sentido, Iti, Aldiana, Calimera, PrimaSol, COOEE and Playitas under the umbrella of the **DER Touristik Hotels & Resorts** hotel company. Given that no one dream holiday and travel preference is the same, the DER Touristik Hotels & Resorts focus on diversity: Their hotels cover the various guest needs of families, couples and those travelling alone. Hotels of the Sentido, Iti, Aldiana, Calimera, PrimaSol, COOEE and Playitas brands are located at short, medium-and long-haul destinations, with an emphasis on the Mediterranean. In the mountains, the COOEE Alpin hotels stand for ultimate skiing and hiking fun among price-conscious holidaymakers. The DER Touristik Hotels & Resorts hotel company is part of the DER Touristik Group. More information at www.dertouristik-hotels.com.

DER Touristik Group has its head office in Cologne, Germany, and is REWE Group’s travel and

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tourism division. As one of Europe's leading travel groups, DER Touristik Group encompasses more than 130 companies and employs 9,400 people in 16 European countries. Every year, millions of guests travel with one of the group's tour operators or specialists. DER Touristik Group includes tour operators such as DERTOUR, Jahn Reisen, ITS, Meiers Weltreisen, Travelix, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, König Aap, Apollo, Exim Tours and Fischer, as well as more than 2,300 travel agencies (such as DERTOUR, DERPART, Kuoni, Exim, and Fischer, as well as franchises and partners), the hotel brands Sentido, Aldiana, Calimera and COOEE, and the online travel agency Prijsvrij Vakanties. The DER Touristik Group also offers on-site support: The company runs an agency network with 74 offices in 29 travel destinations. The staff in the destination agencies assist the guests of the DER Touristik Group from their arrival at their holiday destination and until their departure. For more information, go to www.dertouristik.com.