

## Sören Hartmann

Sören Hartmann (56) has been the member of the Management Board at REWE Group responsible for Travel and Tourism since 1 July 2017. DER Touristik Group, as the company's Travel and Tourism division, is active throughout 16 European source markets. Furthermore, Hartmann is Chief Executive Officer of the International Board of DER Touristik Group.

Sören Hartmann began his career in 1986, when he entered a travel-agent training programme at TUI. Initially, he worked in corporate planning and later helped to set up the Düsseldorf-based tour operator Take Off, a TUI subsidiary. In 1991, he moved to Cologne to join GDG/Globus Reisen GmbH and set up the air-travel organiser Continentair/Globus Reisen.

From 1993 to 1996, Hartmann was the Head of Travel and Tourism at Köln-Düsseldorfer Deutsche Rheinschiffahrt AG. In 1996, the native of Bergisch Gladbach, Germany, returned to TUI as a product manager. He then assumed responsibility for the eastern Mediterranean region and a number of special programmes at TUI in 1999. In 2003, he became a member of the Executive Board of TUI Germany and served in this position until 2006.

During this period, he oversaw the division of tourism programmes.

In 2006, he was named Managing Director of Robinson Club GmbH. Four years later, he became CEO of the former REWE Touristik, where he initially oversaw the package tourism operations.

With his appointment to the position of CEO at DER Touristik, Sören Hartmann assumed complete responsibility on 1 May 2014 for DER Touristik, which was operating in Germany, Austria, Switzerland and Eastern Europe at the time. Under his direction, the company evolved through additional purchases into DER Touristik Group – a leading pan-European travel group. In 2015, the European tour-operator and sales activities of Kuoni in Switzerland, Great Britain, Scandinavia (including Finland) and Benelux were added. In 2018, market entry took place in France through the acquisition of the company Travel Lab SAS, known as Kuoni France, and its seven premium-segment brands. Structurally, DER Touristik Group has been operating as a holding company with four divisions since 2018.

The business group expanded in Eastern Europe through a series of acquisitions in 2019. The international network of the Group's own destination agencies is being constantly expanded. It now covers 27 countries around the world.

Sören Hartmann is married and has three daughters.

## Contact data

### Sören Hartmann

CEO

DER Touristik Group

Member of the Management Board, REWE Group



## Event

[Keynote Panel: Experiencing Sustainability: Tourism As An Opportunity For Destinations - The Wise Dodo In Mauritius](#)

Thursday, March 5, 2020, 11.00 - 11.45

CityCube Berlin, Cube Club

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