

# **HIRMER**

## **HOSPITALITY**

### **Urban Nature in Sankt Peter-Ording joins the innovative internship concept, DEIN JOB AM MEER, as a partner company**

St. Peter-Ording, 24.07.2023 - Applicants of the innovative, DEIN JOB AM BERG and DEIN JOB AM MEER, internship concept in hotel and gastronomy with accompanying coaching have the choice: sniff the mountain air in the Allgäu, or let the wind of Sankt Peter-Ording whisp around their noses. Within just a few months, the successful concept, DEIN JOB AM BERG, grew with eight partner enterprises. More and more businesses are also becoming part of the sister program, DEIN JOB AM MEER, at the North Sea. In the south as in the north, people aged 18 and over benefit from intensive, accompanying coaching for personal development during their paid five-month internship. This is exactly what hotel director Christian Bärwinkel appreciates. He has adopted the new DEIN JOB AM MEER concept for the lifestyle hotel, Urban Nature in Sankt Peter-Ording, which opened in April 2022.

"We are convinced that the hotel and catering industry offers exactly the right space to get to know oneself better; to advance one's own personal development, to learn how to work in a team and how to deal with people. That's why an internship combined with professional coaching at our company is the perfect way to do this. We are happy to work alongside young people during this orientation period. With all the influences and opportunities today, we think it is important to take the time to set goals and make plans. We are therefore very much looking forward to working with DEIN JOB AM MEER."

#### **On the road to success: DEIN JOB AM MEER and Urban Nature**

Inspiring, colorful, and cosmopolitan, Urban Nature in Sankt Peter-Ording is the first hotel of the new brand and part of the Hirmer Hospitality portfolio. The hotel positions itself as a polarizing living space for modern nomads with an urban attitude to life. Here, everyone can choose for themselves how much city and how much nature he or she wants to experience. Cosmopolitanism, sociability, and freedom characterize the Urban Nature self-image. The novel, exciting concept convinced the jury of the renowned travel magazine GEO Saison shortly after the reopening. Thus, Urban Nature was distinguished as one of the best 100 hotels in Europe at the beginning of 2023. Beaming with joy, Katja Weigand, founder of DEIN JOB AM BERG / DEIN JOB AM MEER, handed over the plaque, "with Urban Nature, we have found a partner hotel in which the philosophy of DEIN JOB AM MEER is lived. I thank Christian Bärwinkel and his team for the great start and look forward to the further cooperation. Working and personal development will become increasingly important in the coming years."

Already since the beginning of May, the first participants of DEIN JOB AM MEER are part of the world of Urban Nature. Hotel director Christian Bärwinkel and his colleague Sara Heusch, who is largely responsible for recruiting and the introduction of the internship concept in the hotel, are thrilled. "The first experiences show the wonderful people that have found their way to us through the initiative DEIN JOB AM MEER. It is fun to work with such committed, interested, and warm-hearted people. In a very short time, they have become part of the team and provided great support after just a few days," says hotel director Christian Bärwinkel.

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### **About the process**

Each participant must be at least 18 years old and actively works for five months in one of the partner companies. Each season, 15 people can participate in YOUR JOB AT THE SEA or YOUR JOB AT THE MOUNTAIN. If the number of registrations is higher, several groups will be formed. The program runs from May 1 to October 31 during the summer season. October 31 and in the winter season from December 1 to April 30. Participants submit their application online to the respective program at [www.dein-job-am-meer.de](http://www.dein-job-am-meer.de) or [www.dein-job-am-berg.de](http://www.dein-job-am-berg.de). This is followed by an interview with founder Katja Weigand and the relevant coach. The interview with the partner company concludes the application phase. As the sponsor of the program, IFU Institut für Unternehmenswerte GmbH, concludes project contracts with the employer and the participants. The young adults receive an employment contract, the minimum wage applicable in each case and staff accommodation (in return for a deduction for material costs). They contribute an amount of 350 euros per month to the cost of personal training. This fee is deducted directly from their salary. In this way, they participate in their further training on their own responsibility.

### **Professional coaching parallel to the internship**

The coaching at DEIN JOB AM MEER is carried out by Heidi Müller and Sandra Stürmer. They run their own practice "Gedankenpower" in Karben, Hessen. Brigitte Rössler, a particularly experienced coach, heads the team of therapists at DEIN JOB AM BERG. She is a co-founder of the project and has been coaching all ages for over 20 years in individual and group sessions as well as seminars and workshops, including in her own practice for curative psychotherapy. In general, all coaches in the program have qualified training and expertise as well as practical experience in their respective fields. They coach the young adults in various thematic workshops focusing, among other things, on self-perception, resources, personal qualities, profession and vocation, transmission of values, potentials. The program concludes with an assessment and evaluation of the insights gained for further future orientation. In addition, each participant is entitled to several individual coaching appointments.

Applications for the program with a five-month practical course in the Urban Nature are now available on the YOUR JOB AT THE SEA website at [www.dein-job-am-meer.de](http://www.dein-job-am-meer.de). Further information about the hotel can be found on the website [www.urban-nature.de](http://www.urban-nature.de).

### **About Urban Nature**

The best of both worlds: Urban Nature is more than just another hotel brand. Urban Nature is a place of fusion, of double contrasts, of fantasy and dreaming. City and country, community and cocooning, self-discovery, and security. Urban Nature positions itself as a polarizing living space for modern nomads with an urban lifestyle, surrounded by fancy landscapes and always in harmony with nature. As if through a magical puddle that connects city and countryside, Urban Nature makes it a child's play to leave your personal comfort zone and broaden your horizons - to be inspired and create new space for yourself. It doesn't matter who you are and what you want. Whether building sandcastles, juggling soap bubbles or bending around raindrops - somewhere in between, now, and here, everyone is welcome. The brand's first house opened in St. Peter-Ording in April 2022.

### **About Hirmer Hospitality**

Hirmer Hospitality is part of the long-established, family-run Munich-based Hirmer Group and combines two strong hotel brands under one roof: Travel Charme Hotels & Resorts, the leading expert for holiday hotels in Germany and Austria, and the young and dynamic lifestyle concept. Urban Nature with the house in St. Peter-Ording, which will open in April 2022. In addition, selected Individual hotels in the luxury segment will soon be added, such as the new openings in Bad Gastein announced for fall 2023, as well as further houses in Salò on Lake Garda and on Tegernsee. In total, Hirmer Hospitality's portfolio currently includes ten hotels and five hotel projects in Germany, Austria and Italy. With the restructuring of the company, the new brand and innovative concepts, the Hirmer Group is setting the course for its further expansion in the hotel segment, with the long-term aim of becoming one of the market-leading hotel companies in German-speaking countries and positioning itself sustainably as a trusted employer brand.

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**Pressecontact:**

Anja Kloss

[a.kloss@travelcharme.com](mailto:a.kloss@travelcharme.com)

+49 162 / 4975286

LHLK Agency for communication

Stefanie Fredrich

hirmer-hospitality@lhlk.de