



## Roberto Konrad Gebauer honored with the HOTREC award



**During the 86th HOTREC General Assembly in Tenerife, Mr Roberto Konrad received the HOTREC award for his outstanding services and commitment to the tourism and hospitality industry in Spain.**

Roberto Konrad Gebauer, born in Santiago de Chile in 1969, leads and represents the KONRAD GROUP, a business conglomerate that includes various companies operating in the tourism industry.

Roberto arrived in Tenerife with his family in 1971, and studied at the German School in Santa Cruz de Tenerife. He went on to study at the University of Santa Clara in California, and then complemented his studies with various internships and work experience in Germany – both in the banking and the tourism sector.

In 1994, he returned to Tenerife, where he still lives, and joined the family company, gradually taking over the management from his father, Kurt Konrad Mayer, one of the great pioneering entrepreneurs of tourism in the south of Tenerife.

At present, he is the chief executive of the Konrad Group, and in this sense, he is the General Manager of TURISTICA KONRAD, a company that owns the HOVIMA HOTELS brand and the TENERIFE TOP TRAINING T3.

Under Roberto's leadership, the HOVIMA brand was consolidated with the acquisition of the Hotel Hovima Costa Adeje (formerly Esmeralda). During this time, the dynamization of the T3 – a sports performance centre – has achieved a high degree of worldwide recognition that enhances the prestige of the Adeje destination.

A born worker, an executive with deep-rooted convictions and a profound business vision, he is a clear example of a promoter of teamwork, investment in sustainability and new technologies. Roberto Konrad Gebauer has been able to command with undoubted success not only the generational change in the company but also to provide it with unquestionable solvency in all areas and a high degree of modernisation.

### About the award

The HOTREC award, formerly Gaspart Bonet Foundation award is delivered twice a year to a personality who has contributed, in a remarkable manner, and/or for a significant number of years, to the activities of the hospitality industry.

For further information: [www.hotrec.eu](http://www.hotrec.eu)

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### What is HOTREC?

HOTREC is the umbrella association of Hotels, Restaurants, Bars and Cafés and similar establishments in Europe, which brings together 47 National associations in 36 countries, and is the voice of European hospitality. HOTREC's mission is to represent and champion its interests towards the EU and international institutions, foster knowledge sharing and best practices among its members to further promote innovation, and act as a platform of expertise for the hospitality sector.