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# GIARDINO

PRESS RELEASE

A black and white portrait of Philipp Hendelkes, a man with short hair, wearing a dark suit jacket, a white dress shirt, and a dark tie. He is smiling slightly and looking directly at the camera. His hands are clasped in front of him.

## Philipp Hendelkes appointed as Marketing & PR Manager of Giardino Group

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"He is an excellent fit for us and our philosophy," say  
Daniela and Philippe Frutiger.



# GIARDINO

## HOTELS

### PHILIPP HENDELKES APPOINTED AS MARKETING & PR MANAGER OF GIARDINO GROUP

Ascona, September 1, 2024 – The Giardino Group is pleased to announce the appointment of Philipp Hendelkes as its new Marketing & PR Manager. Effective November 1, 2024, he will assume leadership of the marketing and communications team for the entire Giardino Group, overseeing Giardino Ascona, Giardino Lago, and Giardino Mountain.

Daniela and Philippe Frutiger, CEOs of the Giardino Group, express their enthusiasm: “With Philipp Hendelkes, we welcome a creative and highly skilled hospitality expert to our team.” His responsibilities will include strengthening and further developing the Giardino Group as a brand. They further emphasize: “With his international experience and deep understanding of the hospitality industry, he knows how to engage our guests. He is an excellent fit for our team and our philosophy.”

#### From Cape Town to Sydney, Back to Ticino

Born in Locarno in 1994, the German native Philipp Hendelkes has strong ties to both Switzerland and Germany. Bringing extensive international experience and a deep passion for the hospitality industry, he has established himself as a leading figure in luxury hotel marketing. Most recently, he served as the Marketing & Communications Manager at Mandarin Oriental Savoy, Zurich, which was named “Hotel of the Year 2025” by GaultMillau editor-in-chief Urs Heller in August 2024.



Ascona Minusio-Locarno Champfèr-St.Moritz

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Hendelkes was an integral part of the hotel's pre-opening team, contributing to the development and execution of a comprehensive, integrated marketing and communication strategy. Following the opening, he focused on the strategic growth of the brand and positioning Mandarin Oriental Savoy as the leading luxury hotel in Zurich's local market.

Prior to his tenure at Mandarin Oriental Savoy, Hendelkes served as Public Relations & Marketing Manager at The Chedi Andermatt. Under his leadership, the hotel significantly increased its presence in both national and international media. He also played a key role in the rebranding of the hotel for its 10th anniversary, which was instrumental in repositioning the property as one of Switzerland's premier luxury destinations. His professional journey has taken him to Cape Town, Hamburg, and Sydney, complemented by an academic background from prestigious institutions such as SHMS Montreux, Derby University in England, ICMS in Manly, Australia, and IUBH Bad Honnef. Having honed his expertise across the globe, he now brings this wealth of experience back to his birthplace in Ticino.

"I am truly excited about this new challenge and look forward to becoming part of the Giardino Group team," says Philipp Hendelkes. "The Giardino Group hotels stand out for their unique blend of luxury, gastronomy, and regional authenticity – a combination I aim to further elevate through creative and targeted communication strategies."

### About the Giardino Group

The Giardino Group comprises three distinctive properties: the five-star hotels Giardino Ascona and Giardino Mountain in St. Moritz, as well as the boutique hotel Giardino Lago in Minusio, near Locarno, nestled along the shores of Lago Maggiore. During the summer season, the Engadin-based Giardino Mountain adapts its concept to a bed & breakfast without star classification, catering to the needs of summer guests.

Internationally acclaimed for its culinary excellence, the Giardino Group is home to the renowned Ecco fine dining restaurants, led by chef Reto Brändli. Known for his refined craftsmanship and innovative approach, Brändli continues the legacy of exceptional gastronomy at both the Ascona and St. Moritz locations. The hotels' second restaurant concept, Hide & Seek, celebrates innovative, light, and flavorful cuisine crafted from regional ingredients. Meanwhile, Ristorante Lago at Giardino Lago draws inspiration from Italian culinary traditions, reinterpreting classic dishes with a modern and refined approach.

Since 2016, the Giardino Group has also been a pioneer in holistic well-being, with dedicated Ayurveda centers in Ascona and St. Moritz. Guests can further indulge in relaxation at the dipiù Spa, featuring the exclusive in-house dipiùcosmetics line, alongside premium products from AVEDA and QMS.



Ascona Minusio-Locarno Champfèr-St. Moritz

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