



latest spa news

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Exclusive: Adrian Egger joins Linser Hospitality

BY JANE KITCHEN



Adrian Egger (left) joins Dr Franz Linser (right) as director of international business development for spa and wellness consultancy Linser Hospitality

Industry veteran Adrian Egger has joined spa and wellness consultancy Linser Hospitality as director of international business development, based out of the company's headquarters in Innsbruck, Austria.

Egger will be responsible for development of international business as well as creating detailed spa and wellness concepts and functional room plans. He has worked in the industry for the past 20 years, most recently as [managing director for consultant and equipment provider Thermarium](#).

"The practical success of Adrian in the companies he was working for speaks for itself after 20 years," [Dr Franz Linser](#), owner and managing director of Linser Hospitality, told Spa Opportunities. "I've known Adrian for many years; we both are perfectionists with a very similar and professional way of working. I'm thrilled to join forces with him, bring his vast experience and network to our company, and can't wait to dive deeper into the first common international projects we

have started already.”

Egger and Linser have already begun working together on wellness projects in Switzerland, Poland and Germany. The two said they calculate based on feasibility, and are focused on avoiding situations of overbuilding.

Linser said Egger’s international experience in infrastructure planning, functional room concepts and design means there is a “seamless transformation of all strategic concepts into state-of-the-art plans, lead designs and calculations.”

“(There will be) one strategy and one infrastructural and design concept,” he explained.

Both Egger and Linser said they have developed a great deal of respect for each other’s work over the years.

“Naturally, as two Austrians, Franz Linser and myself had lots of possibilities to talk and share our knowledge in the past, and there has always been a lot of respect and admiration for each other’s work,” said Egger. “For us, it was a clear step to team up, bring 40 years of experience together, and become one of the strongest players on the health and wellness market.”