



gambino  
consulting

## Portrait

### **Innate passion for hospitality: The founders behind the brand, gambino hotels**

#### **Sabrina Gambino-Kreindl and Alessandro Gambino are like Yin and Yang**

The hospitality careers of the sister and brother duo, Sabrina Gambino-Kreindl and Alessandro Gambino, are exemplary - from studying in Switzerland and the USA, to earning their stripes both domestically and abroad, all the way to their joint consulting firm, gambino consulting GmbH. With so much power and passion, it was obvious they would take their shared vision and found their own brand. And that's exactly what happened: With the gambino hotel CINCINNATI, the first hotel of the urban lifestyle economy brand, gambino hotels, opened in late May 2017; followed by the new flagship gambino hotel WERKSVIERTEL in May 2020.

The goal is to strategically expand the gambino hotels brand in primary German locations and major European cities. For the further development of the brand in secondary markets and rural regions, the Gambinos founded a new company with the owners of das flax hotels brand. The aim is to develop properties in small towns and rural locations primarily in Bavaria and Baden-Württemberg with both brands through the new G&G Holding GmbH.



### **A smart product for stylish, price-conscious guests**

As confident and warmhearted as its founders, the brand presents itself affordable for everyone and empathizes uncompromising quality. Because quality is an absolute must for Sabrina and Alessandro - the common denominator that binds the clever strategist with the creative designer. The urban aspect is particularly important to the sister and brother duo: "Our hotels offer added value to each location; they enrich the neighborhood and bring in guests. Because we do not offer any additional services, each guest can and should use these in the immediate vicinity," explains Sabrina Gambino-Kreindl, who developed the concept.

Her brother, Alessandro Gambino, adds: "In this way, we indirectly support local businesses and ensure social balance. This is very important to us because only together are we successful and strong - I think the Covid crisis has once again made this clear to us."

While the design of the hotels is completely individual and based on the location, there are some aspects, in terms of infrastructure, that are firmly associated with the brand. For example, restful sleep is the focus of the room furnishings. For this purpose, Sabrina and Alessandro developed the Gambino bed, which stands for the highest, sustainable sleeping comfort. The lighting concept, the soundproof windows, and the ability to block out all light are aspects of a "gambino room".

Foodji has established itself as an ideal partner in the existing two hotels. Their ultra-modern food vending machines provide gambino guests with fresh, healthy, and tasty snacks and drinks around the clock. This is a useful feature in case things need to go quickly, the restaurants in the district are already closed, or the guest simply wants to peacefully enjoy the view from the room.

### **Two Heads, One Goal - A Brief Portrait of the Gambino's**

**Sabrina Gambino-Kreindl - the strategist:** After her Master of Business Administration from the Business School Lausanne, Switzerland, her first professional engagement was with D'Arcy Masius Benton and Bowls in Frankfurt. Being a Munich native, she soon felt the pull of home. She then took charge of the "Strategic Marketing" department at the then relatively new ASTRON Hotels company. During her successful tenure there, she established digital sales of the ASTRON Hotels brand via the Global Distribution Systems (GDS).

Sabrina Gambino later moved into consulting at Pannel Kerr Forster. Working with a diverse range of clients, she greatly expanded her knowledge and experience in the strategic development of hotel brands. This role not only paved her way towards self-employment but eventually also towards establishing her own brand.

**Alessandro Gambino – the Architect:** Following his completion of a Bachelor of Science degree in Hospitality Administration in Florida, USA, Alessandro Gambino joined ASTRON Hotels, a career path also taken by his sister. At a young age, he held a successful role as director of the former ASTRON Suite Hotel Unterhaching (now NH Hoteles). His journey then saw him facilitating the group's expansion as the director of multiple properties, before he took on the role of Regional Manager for three resorts: Hotel Kitzhof Mountain Design Resort, Golf Resort Achenal, and Resort Hotel Schillingshof. Eventually, he transitioned into project development within the corporation. This experience set the stage for him to establish a consulting firm for the hospitality industry, in partnership with his sister.

**Achievement in Harmony:** The Gambino sister and brother duo have been steering their own enterprise, Gambino Holding GmbH, since 2004. This entity acts as the umbrella brand for gambino hotels and gambino cityhotels, along with the successful gambino consulting GmbH, known for its development of brands like the Stay.residence, Letomotel, and projects such as Vorderstadt Gastro GmbH. This latter venture is a partner in the gastronomy concept, CENTRO, located in Kitzbühel. To expand the gambino hotels and das flax hotels brands – the latter being a Bleisure Brand also shaped by gambino consulting – the Gambinos co-founded the G&G Holding GmbH in 2023, in partnership with Geiger FM Dienstleistungsgruppe. All the hotels under the G&G Holding GmbH umbrella are managed by gambino consulting. Further information at [gambinoholding.com](http://gambinoholding.com).



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**gambino hotels: Urban Lifestyle focusing essentials.**

Sabrina Gambino-Kreindl and Alessandro Gambino, the sister and brother duo, have created a hotel brand, gambino hotels, that boasts a smart, open, and confident identity, centering overnight stays as the fundamental component of every guest's experience. The brand melds a modern, multicultural lifestyle with the uniqueness of a family-run enterprise. Years of experience, profound industry knowledge, and extensive market research form the foundation for the development of these urban lifestyle hotels. The concept is based on quality, room rates starting at 69 euros, central location, and lease of the ground floor to retail outlets such as bakeries or coffee shop operators. Each hotel has a uniquely focused design yet remains warm and welcoming. More information can be found at [gambinohotels.com](http://gambinohotels.com).

**About the gambino group**

The gambino group encompasses the entire activity area of the sibling duo, Sabrina Gambino-Kreindl and Alessandro Gambino. The gambino hotels are an urban life style economy brand with currently two houses in Munich: the gambino hotel CINCINNATI in the Fasangarten district and the gambino hotel WERKSQUIERTEL in the creative quarter of the same name at Munich's East Station. gambino cityhotels, founded in 2018, manages the individual hotels Wetterstein Hotel and Hotel Stachus. Other components of the gambino group include the successful Munich hospitality consulting agency gambino consulting, as well as a percentage stake in the Centro Café, Bar and Restaurant in Kitzbühel. For the further expansion of the brands gambino hotels and das flax hotels, the siblings founded the development company G&G Holding GmbH in 2023, together with the Geiger FM service group. All hotels of the G&G Holding GmbH are managed by gambino consulting. Further information at [gambinoholding.com](http://gambinoholding.com).

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