

1 DECEMBER 2021

Vision, passion, cosmopolitanism

Vision, passion and cosmopolitanism. Deutsche Hospitality delivers the perfect guest experience. This is a hotel company which can look back on a history that stretches back for over 90 years. Everything began when Steigenberger's founding hotel, the Steigenberger Europäischer Hof in Baden-Baden, was established in 1930.

Today, Deutsche Hospitality boasts a superlative portfolio encompassing 160 hotels across three continents. This figure includes 40 properties which are currently under development. Eight hotel brands linking tradition with an eye for the future come together under the group's umbrella. The segments in which the company operates are Luxury Lifestyle (Steigenberger ICONS and Steigenberger Porsche Design Hotels), Upscale (Steigenberger Hotels & Resorts, House of Beats and Jaz in the City), Midscale (MAXX by Deutsche Hospitality and IntercityHotel and Economy Lifestyle (Zleep Hotels).

Deutsche Hospitality's H Rewards Loyalty Programme combines the advantages of all eight brands and offers its members unforgettable moments, attractive reductions and outstanding benefits from their very first booking onwards. Deutsche Hospitality is in pursuit of a clear vision. Working in conjunction with its shareholder Huazhu, one of the ten largest hotel groups in the world, the group is seeking to advance to become one of Europe's leading hotel companies.



160
HOTELS



3
CONTINENTS



40
HOTELS UNDER
DEVELOPMENT



STEIGENBERGER
ICONS

STEIGENBERGER
PORSCHE DESIGN
HOTELS

STEIGENBERGER
HOTELS & RESORTS

Steigenberger Icons

The Grandhotel Belvédère, the Frankfurter Hof, the Grandhotel & Spa Petersberg, the Parkhotel Düsseldorf, the Grandhotel Handelshof and Wiltcher's are all famous names which have one thing in common. These are our "Steigenberger Icons", and they constitute the "Essence of Luxury".

In 2021, the right to bear the prestigious title of "Icon" was only accorded to the six hotels above. They have been designated as Steigenberger Icons because of their particular history, their unwavering commitment to the highest quality standards, their rich tradition and their international alignment. These are all Grand Hotels which effortlessly provide guests with a sophisticated sense of luxury and with high-end services. Our Icons may break with convention, but they remain rooted in their glorious past at all times.

Steigenberger Porsche Design Hotels

Steigenberger Porsche Design Hotels is the latest brand to be launched in the Luxury Segment. Design, technology and lifestyle each play a prominent role.

The result is an unique experience combining the inimitable Porsche look with the kind of hospitality and service quality which only a Steigenberger Hotel is able to supply. The plan is to establish at least 15 hotels in global metropolises such as London, Singapore, Dubai and Shanghai.

Steigenberger Hotels & Resorts

Steigenberger Hotels & Resorts offers nearly 60 fascinating destinations all around the world.

This is a brand which stands for the epitome of luxury and hospitality. It delivers distinctive Steigenberger charm in locations that range from lively city residences to health and beauty spa oases set at the very heart of nature. Our portfolio contains 60 hotels in every part of Europe, Asia and Africa. We are joining forces with our shareholder Huazhu to expand further into China. Steigenberger Hotels & Resorts – Storied Traditions Curating Temporary Culture.



STEIGENBERGER
PORSCHE DESIGN
HOTELS

STEIGENBERGER
HOTELS & RESORTS



JAZZ
in the city

MaxX
by BEYOTIME HOSPITALITY

IntercityHotel

Zleep
HOTELS



HOUSE OF BEATS



House of Beats

House of Beats combines top quality products and services with a lifestyle attitude and a high-end brand experience.

It draws inspiration from local fashion, music, pop & street art and culture and embraces the core values of - energetic - optimistic - progressive. House of Beat hotels are thus characterised by an innovative lifestyle brand which stems from a successful, flexible and unique concept. The plan is for Hamburg, Munich, Milan and Trieste to be the first four locations at which the House of Beats brand is launched. Energized by the Beat.

Jaz in the City

The first hotel to operate under the Jaz in the City brand opened for business as long ago as the end of 2015. This total lifestyle package is now available in Amsterdam, Stuttgart and Vienna!

Jaz is an exciting new concept which is young, urban and in tune with pulsating cosmopolitan life. It combines design, music and enjoyment to form a truly special overall experience. Musical performances in the lobby make the hotel a stage and turn every stay into an event. Jaz in the City offers cool rooms in a modern design alongside perfect service. The latest trends in the local food and drink scene are also showcased. A further hotel is scheduled to open in Dubai in 2024.

MAXX by Deutsche Hospitality

MAXX by Deutsche Hospitality is a new and charismatic brand which places the focus on the essential. MAXX combines a high level of quality with a real sense of sophisticated comfort in accordance with its motto "MAXXimize your stay".

Although clear stipulations exist regarding aspects such as service, staff and food & beverage, MAXX adopts a flexible approach towards the destination, location, room sizes and architecture of individual hotels. MAXX by Steigenberger has launched hotels in Vienna, Bad Honnef, Deidesheim and Potsdam since 2018. Further openings right across Europe are in the planning pipeline.



IntercityHotel

Zleep
HOTELS

 **REWARDS**

IntercityHotel

The IntercityHotel brand combines comfort and mobility with award-winning design and also provides an impressive mix of high quality and diversity.

Our hotels are located at the heart of some of Germany's most attractive cities and can also be found all over Europe. The portfolio currently includes over 40 hotels in Germany, Austria, the Netherlands, Oman and China. 20 further projects are at an advanced stage of planning. The Upper Midscale hotels operated under the brand provide guaranteed comfort and are always only a few minutes' walk from major transport hubs such as railway stations and airports. Guests also benefit from a special perk in the form of the the "FreeCityTicket" scheme, which enables them to use local public transport free of charge. This is an expanding brand which has recently opened new hotels in Zurich, Graz, Nizwa and Saarbrücken. My relaxed hub in the city.

Zleep Hotels

Zleep Hotels is an up-and-coming brand in the Economy Lifestyle Segment. It supplements the portfolio perfectly and offers both modern design and an incomparable night's sleep.

Deutsche Hospitality acquired a 51 percent stake in Zleep Hotels in 2019. Zleep Hotels puts its primary emphasis on creating a pleasant room environment in the form of comfortable beds, high speed Wi-Fi and a real feel-good atmosphere. The portfolio currently includes 14 hotels in Denmark and one in Sweden. Further sites are under construction in Hamburg, Frankfurt, Madrid, Prague and Zurich, and more locations are being planned. A great night's Zleep.

H Rewards – a personalised loyalty scheme

Deutsche Hospitality offers its guests an exclusive loyalty programme which represents a whole new dimension of service and special benefits.

Guests of all eight hotel brands are able to enjoy the savings which membership confers from their very first booking onwards. H Rewards also offers attractive options to redeem points, a host of further privileges and the opportunity to move to a higher status level in a short space of time.