

## Deutsche Hospitality honored with four German Brand Awards 2022

Special mention as Corporate Brand of the Year – Steigenberger Hotels & Resorts awarded as Excellent Brand/ Brand Strategy and Creation

*Frankfurt am Main, 10 June 2022*

Deutsche Hospitality received four awards at this year's German Brand Awards: The umbrella brand was honored in the "Excellent Brands - Tourism" category and received a Special Mention in the additional "Corporate Brand of the Year" category. The hotel brand Steigenberger Hotels & Resorts also received an award as one of the "Excellent Brands - Tourism". The fourth award went to the hotel group in the "Excellence in Brand Strategy and Creation" discipline under the category "Employer Branding Activities and Campaigns" for its new social media recruiting campaign.

The award ceremony took place on Thursday, June 09, 2022, in Berlin. With 1,200 entries from 19 countries, the German Brand Award is considered one of the most prestigious awards for successful brand management in Germany. In 2022, the awards are divided into two disciplines: "Excellent Brands" honors the best product and corporate brands in an industry. "Excellence in Brand Strategy and Creation" honors the strongest campaigns, concepts, and strategies of individual disciplines.

Current press information is available in our [press portal](#).

Vision, passion and cosmopolitanism. **Deutsche Hospitality** delivers the perfect guest experience. Tradition and an eye for the future come together in an inimitable portfolio of eight brands operating across more than 160 hotels globally. "Celebrating luxurious simplicity.": **Steigenberger Icons** are extraordinary luxury hotels which combine historical uniqueness and modern concepts. The **Steigenberger Porsche Design Hotels** brand is generating innovative impulses in the Luxury Lifestyle Segment. **Steigenberger Hotels & Resorts** represent the epitome of upscale hospitality on three continents. **Jaz in the City's** Lifestyle Hotels dictate the rhythm in the Upscale Sector. **House of Beats** unites a passion for the hotel business with the fascination of lifestyle, fashion and music. **IntercityHotel** is located at the very hub of any destination and offers a true home of comfort and mobility in the Midscale Segment. **MAXX by Deutsche Hospitality** is a charismatic conversion brand which is also positioned in the midscale area of the market. **Zleep Hotels** provide a smart marriage of design and functionality in the Economy Segment. All of these brands

are unified under **H-Rewards**, Deutsche Hospitality's loyalty program which yields benefits from the first booking onwards.

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