

Deutsche Hospitality launches service initiative for Chinese-speaking guests

Frankfurt am Main, 27 September 2021

Deutsche Hospitality will introduce a service upgrade on 1 October 2021 in the form of its China Selection 2.0 initiative. Chinese guests will be able to expect more comprehensive services and greater personalisation in future. Deutsche Hospitality's aim is to work with its shareholder Huazhu to achieve an even stronger positioning on the Greater China market.

"We will be offering these services for Chinese-speaking guests all over the world," said Marcus Bernhardt, CEO of Deutsche Hospitality. "They will be provided free of charge across all brands – Steigenberger Icons, Steigenberger Hotels & Resorts, Jaz in the City, MAXX by Deutsche Hospitality, IntercityHotel und Zleep Hotels – and will be subsequently rolled out to Steigenberger Porsche Design Hotels and House of Beats. We are also linking this with our H Rewards loyalty programme, which our Chinese-speaking customers will be able to access too. The introduction of China Selection 2.0 underlines our commitment to innovation and to the very highest quality at an international level."

Online and social media platforms will be available in order to serve as an inspiration for travel planning. Other features include Chinese payment methods, twin-bed rooms on request, a welcome letter in Chinese, Chinese TV channels and much more besides. The China Selection further encompasses additional food and drink services, a broad selection of tea and coffee, a language guide, and Chinese-speaking staff at the hotels.

It also extends to cover training courses for employees, FAQ lists and further helpful tools to ensure that the needs of Chinese-speaking guests are met in the best possible way. The initiative was successfully launched five years ago and is now being expanded across all brands.

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

impetuses 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. The vision is clear. In conjunction with its shareholder **Huazhu**, Deutsche Hospitality aims to advance to become one of Europe's leading hotel companies.

Press contact

Deutsche Hospitality | Lyoner Straße 25 | 60528 Frankfurt am Main

Sven Hirschler | Tel: +49 69 66564-422

E-mail: sven.hirschler@deutschehospitality.com



www.deutschehospitality.com/en

www.steigenberger.com/en | www.maxxhotel.com/en

www.jaz-hotel.com/en | www.intercityhotel.com/en | www.zleep.com/en/