

Steigenberger Hotel opens in Doha

Deutsche Hospitality celebrates a five-star market launch in Qatar

Frankfurt am Main, 10 November 2021

Deutsche Hospitality is continuing on its course of expansion in the Middle East. As of 10 November 2021, the new Steigenberger Hotel Doha will welcome guests to its 206 rooms spread over nine floors. 28 suites and a luxurious Royal Suite are also available to meet the needs of those seeking a truly perfect stay. The Steigenberger Hotel Doha is setting new standards in the Gulf State of Qatar. Highlights include five restaurants and bars, a GOCO Spa extending over an area of 1,700 m², a gym located on the top floor and a roof terrace complete with swimming pool. The Steigenberger Hotel Doha also boasts a comprehensive choice of conference and function rooms, thus making it the ideal venue for both business and private events.

“We are very proud of what we have achieved here and are looking forward to welcoming guests to the new Steigenberger Hotel Doha,” said Marcus Bernhardt, CEO of Deutsche Hospitality. “The opening of this hotel in Qatar represents an important milestone in Deutsche Hospitality’s growing portfolio, particularly in the Middle East.”

Sherief Abouelmagd, General Manager of the Steigenberger Hotel Doha, added: “The team at the Steigenberger Hotel Doha will be operating luxuriously equipped facilities. We will provide first-class personal experiences and extraordinary moments. Thanks to its central location on Airport Road, this hotel is superbly positioned for anyone wishing to visit Doha.”

The Steigenberger Hotel Doha now joins Deutsche Hospitality’s other hotels in the Middle East, located in Oman, Saudi Arabia, and Dubai.

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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



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