

## Steigenberger Hotels & Resorts and IntercityHotel enjoy the highest level of customer confidence

Deutsche Hospitality receives top marks from both WirtschaftsWoche and ServiceValue

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Steigenberger Hotels & Resorts and IntercityHotel are brands to be trusted. Both have now emerged as top-ranked brands in a customer confidence survey conducted by the prestigious business magazine WirtschaftsWoche in conjunction with the marketing research institute ServiceValue. More than half a million customers were questioned in a bid to find out the brands and companies in which people have most faith. Steigenberger Hotels & Resorts achieved the “highest degree of customer confidence” in the “Hotels – Premium” category, and IntercityHotel was awarded the self-same quality accolade in the “Hotels – Midscale” section of the survey.

“Our constant aim is to make guests feel at home when they visit our hotels on their travels,” said Marcus Bernhardt, CEO of Deutsche Hospitality. “First of all, the fact that customers place their full trust in us represents a great compliment to our colleagues at the hotels, who work tirelessly every single day to offer guests the best service. Secondly, such an award motivates us to strive together to deliver our utmost performance across all Deutsche Hospitality brands at all times.”

This is the eighth year in a row that the Cologne-based consultancy and analysis firm ServiceValue has carried out a confidence rankings survey for WirtschaftsWoche. This time round, 554,844 customers were asked to indicate the amount of trust they held in various brands, companies, and services. A total of 1,823 companies from 139 sectors were evaluated.

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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.

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