

## 900,000 customers deliver their verdict

Steigenberger Hotels & Resorts is 2021's most popular hotel brand

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Deutsche Hospitality has another fabulous success to report. Steigenberger Hotels & Resorts has achieved first place in the "Hotels" category of the "2021 Brand of the Year" rankings produced by polling institute YouGov and the business newspaper Handelsblatt. This makes it 2021's most popular hotel brand. The results of the survey are based on more than 900,000 online interviews conducted by YouGov in the period from 1 September 2020 to 31 August 2021. YouGov has now joined with its cooperation partner Handelsblatt to present the best five brands within the respective categories. As far as the hotel sector is concerned, Steigenberger Hotels & Resorts leads the way with a YouGov BrandIndex of 39.5. Steigenberger Hotels & Resorts is also the only German hotel company to make it into the "top 5" for 2021 alongside its umbrella brand Deutsche Hospitality.

Marcus Bernhardt, CEO of Deutsche Hospitality, said: "We have been able to secure first position because of the collective performance put in by all our staff, including the Front Office, housekeeping, the directors and our colleagues at Corporate Office. All the hotels have pulled together. We are very proud of this team. Its members offer our guests the very best level of service every single day."

Denis Hüttig, Vice President of Steigenberger Hotels & Resorts, added: "The feedback provided by guests is always the key measure of how we are doing on a daily basis. I am therefore even more delighted that this great award reflects the esteem in which the guests hold our team."

Customers were asked to provide evaluations in various areas, including general impression, quality, value for money, satisfaction, willingness to recommend the company in question and employer image. Positive and negative consumer views were then set off against one another in order to produce an overall score.

It is important to remember that, in order to be admitted to the annual rankings, brands must have been tracked in online surveys relating to the YouGov BrandIndex at least within the past 100

days. They must also enjoy a minimum awareness level of 20 percent amongst the German population aged over 18.

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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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