



EUROPÄISCHER HOF

BADEN-BADEN

A STEIGENBERGER ICON

## **Deutsche Hospitality celebrates mountain festival in Baden-Baden: Steigenberger Icon "Europäischer Hof" to reopen in 2024**

*Frankfurt am Main, 16 December 2022*

An icon is soon to be shining and shimmering in new grandeur: Europäischer Hof, the founding hotel, located in Baden-Baden and acquired by Albert Steigenberger in the 1930s, is still putting its imprint on the European luxury hotel industry in the present day. To mark the progress attained in the construction work, Deutsche Hospitality will be holding a press conference on Thursday, 15 December 2022, inviting guests to an exclusive opening tour of the Steigenberger icon Europäischer Hof. With modern furnishings, an expansive spa area featuring exclusive spa suites, culinary catering, an atmospheric bar and lounge, topping it off, as an absolute highlight, with a rooftop terrace overlooking Baden-Baden, the new Steigenberger icon Europäischer Hof offering 121 rooms blending tradition and modernity.

"Baden Baden lives a unique mix of international audience, events of national importance and regional roots," says Alexander Uhlig, Lord Mayor and Head of the Municipal Construction Department. "With the extensive modernization and reorientation, the Europäischer Hof fits perfectly into the cityscape. The Europäischer Hof is a beacon project for our city."

"With its team of qualified and local staff, the beauty of Europäischer Hof will be leveraged while creating space for something new. The fusion of tradition and modernity will enhance Baden-Baden's cityscape and attract national and international guests. This will make the new Steigenberger Icon Europäischer Hof an important business hub," notes Nora Waggerhauser, Managing Director of Kur & Tourismus GmbH.



In December 2021, a two-stage partnership-based contract model was initiated between the investor and the general contractor, a consortium of two companies, Schleith Baugesellschaft mbH and Bachhuber Contract GmbH & Co. KG. In an initial step, the existing planning was amended and all necessary trades were commissioned to achieve a watertight building envelope. In the second stage, which has now been commenced, the entire building is to be completed, with the contracts for construction services having already been awarded to the greatest extent possible to local companies.

"For us as well, the conversion of Hotel Europäischer Hof is also a "heart and soul" project. To create a new hotel product in a historic building whose foundation stone dates back to 1840 is a real challenge and we are pleased that we are right on schedule with the current project," report the two managing directors of the general contractor, Hansjörg Maier and Rudolf Bachhuber. "The key element for this to be a success is superb collaboration between the investor and its consultants, Feuring Hotelconsulting GmbH and IQ Real Estate GmbH, as well as the municipality of Baden-Baden and Bäder- und Kurverwaltung Baden-Württemberg (BKV).

Located at a prominent site, a high-quality luxury hotel is being built behind an old historic façade, with modern connecting elements and a smart hotel-and-room-control system, making it possible to also dovetail with the objectives of sustainability and energy-monitoring. "The comprehensive conversion and modernization measures of the Steigenberger icon Europäischer Hof Baden-Baden are a milestone in Deutsche Hospitality's storied past. The design of the hotel constitutes a perfect symbiosis of tradition and modernity, enabling top performance even in the international league. The range of hotels in the luxury segment is thus being expanded to include a real icon. It is a pleasure for us to be expanding further with the Steigenberger icon Europäischer Hof and at the same time to return to our origins," comments Denis Hüttig, Senior Vice President of Deutsche Hospitality.

Steigenberger Hotels & Resorts stands for hospitality, top-of-class service, modern design, luxury and comfort. Currently, the hotels range across three continents in ten countries. In future, the Steigenberger icon Europäischer Hof will join well-known hotels such as Grandhotel Belvédère, Frankfurter Hof, Grandhotel & Spa Petersberg, Parkhotel Düsseldorf, Grandhotel Handelshof and Steigenberger Wiltcher's, contributing to the modernity and urbanity of Baden-Baden.

**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.

#### **Press contact**

Deutsche Hospitality | Lyoner Straße 25 | 60528 Frankfurt am Main

Sven Hirschler | Tel: +49 69 66564-422

E-mail: [sven.hirschler@deutschehospitality.com](mailto:sven.hirschler@deutschehospitality.com)



[www.deutschehospitality.com](http://www.deutschehospitality.com)