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Deutsche Hospitality is the umbrella brand for the companies of the Steigenberger Hotels AG. It sees itself as an international, dynamic hotel operator and is characterized by the values of passion, perfection, caring, tradition and vision. The company can look back on more than 90 years of history, which began in 1930 with the opening of the founding hotel – the Steigenberger Europäischer Hof in Baden-Baden.

Deutsche Hospitality represents an outstanding portfolio: comprising over 160 hotels on three continents, of which more than 40 hotels are under development. Five hotel brands are managed under its umbrella: **Steigenberger Hotels & Resorts** (Luxury and Upper Upscale), **MAXX by Steigenberger** (Upscale), **Jaz in the City** (Lifestyle), **IntercityHotel** (Upper Midscale) and **Zleep Hotels** (Economy).



STEIGENBERGER
HOTELS & RESORTS

Steigenberger Hotels & Resorts offers nearly 60 fascinating destinations around the globe. The brand stands for luxury and hospitality in perfection. The offer ranges from historic traditional buildings and lively city residences, to wellness oases and resorts surrounded by idyllic countryside, and is full of the unmistakable Steigenberger charm. The brand's flagships are for example the Steigenberger Frankfurter Hof, the Steigenberger Parkhotel Düsseldorf, the Steigenberger Wilcher's in Brussels or the Steigenberger Grandhotel Belvédère in Davos.



MaxX
by STEIGENBERGER

MAXX by Steigenberger is new, charismatic and focuses on the essentials: MAXX combines Steigenberger quality with urban coziness and characterizes the stay under the motto "MAXXimize your stay". Clear stipulations aligned with the standards of Steigenberger Hotels & Resorts are in place for aspects such as service, staff and F&B. At the same time, the brand is able to embrace different destinations, locations and room sizes and the architecture of individual hotels. Since 2018, MAXX by Steigenberger Hotels have opened in Bad Honnef, Potsdam and Vienna.

 Jaz
in the City

The first **Jaz in the City** hotel opened its doors in 2015. Today, Amsterdam and Stuttgart offer pure lifestyle! The exciting new concept presents itself young, urban and in close proximity to the pulsating life of the city. The brand combines design, music and enjoyment to deliver a thrilling overall experience. Spontaneous musical interludes in the lobby turn the hotel into a stage and the stay into an event. Jaz in the City offers even more: a hip, modern room design, perfect service and the latest trends from the local food and drink scene. In 2021 the next Jaz in the City is due to open in Vienna and another one in 2024 in Dubai.

 IntercityHotel

Over 40 Hotels of the brand **IntercityHotel** can be found centrally located in some of Germany's most beautiful cities and other international destinations. The modern city hotels guarantee comfort in the upper middle class and are only a few minutes' walk from transport hubs such as train stations or airports. With the FreeCityTicket, hotel guests can use public transport free of charge. Most recently, the expanding brand opened new hotels in Graz, Nizwa and Saarbrücken. All of the new generation hotels feature the style of the Italian architect and designer Matteo Thun.

 Zleep
HOTELS

Zleep Hotels is an up-and-coming economy brand and the perfect addition to the portfolio, offering quality, service and Scandinavian design at affordable prices. In 2019, Deutsche Hospitality acquired 51% of the hotel brand. Room comfort is the top priority: a comfortable bed, high-speed WiFi and a feel-good atmosphere. 14 hotels in Denmark and one in Sweden are part of the portfolio. New hotels in Germany, Switzerland, Spain and the Czech Republic are being planned.