



Sales Presentation

2022



Deutsche Hospitality

Delighting guests with
German hospitality
worldwide.



STEIGENBERGER
PORSCHE DESIGN
HOTELS

STEIGENBERGER
HOTELS & RESORTS

B
HOUSE OF BEATS

Jaz
in the city

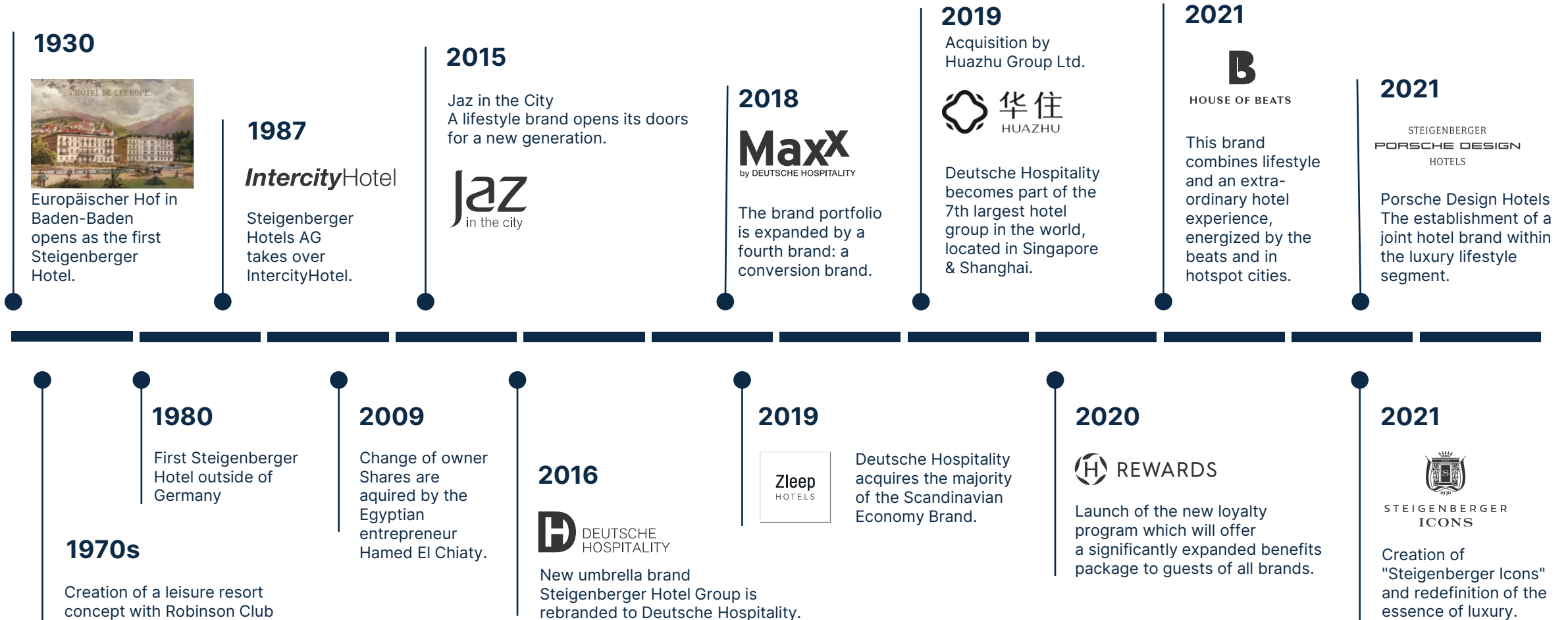
MaxX
by DEUTSCHE HOSPITALITY

IntercityHotel

Zleep
HOTELS

 **REWARDS**

Rooted in a strong tradition of quality....



The Facts



165
Hotels



32.500+
Rooms



19
Countries



3
Continents



10.000+
Employees



770m+
Turnover
in 2021



Destination Map



- | | | | | | | | |
|--|---|---|---|---|---|---|---|
| ● Steigenberger Icons | ○ New Openings | ● Steigenberger Hotels & Resorts | ○ New Openings | ● Jaz in the City | ○ New Openings | ● IntercityHotel | ○ New Openings |
| ● Steigenberger Porsche Design Hotels | ○ New Openings | ● House of Beats | ○ New Openings | ● MAXX by Deutsche Hospitality | ○ New Openings | ● Zleep Hotels | ○ New Openings |

Hungary



Spain



Sweden



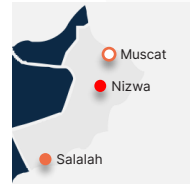
Egypt



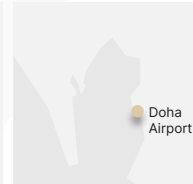
India



Oman



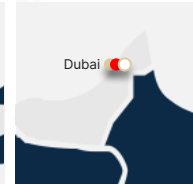
Qatar



Saudi Arabia



United Arab Emirates



Tunisia





A member of Huazhu

One of the worlds biggest and fastest-growing hotel companies

2005

Founded

2010

IPO

7006

Hotels

174

H World Members

150+m

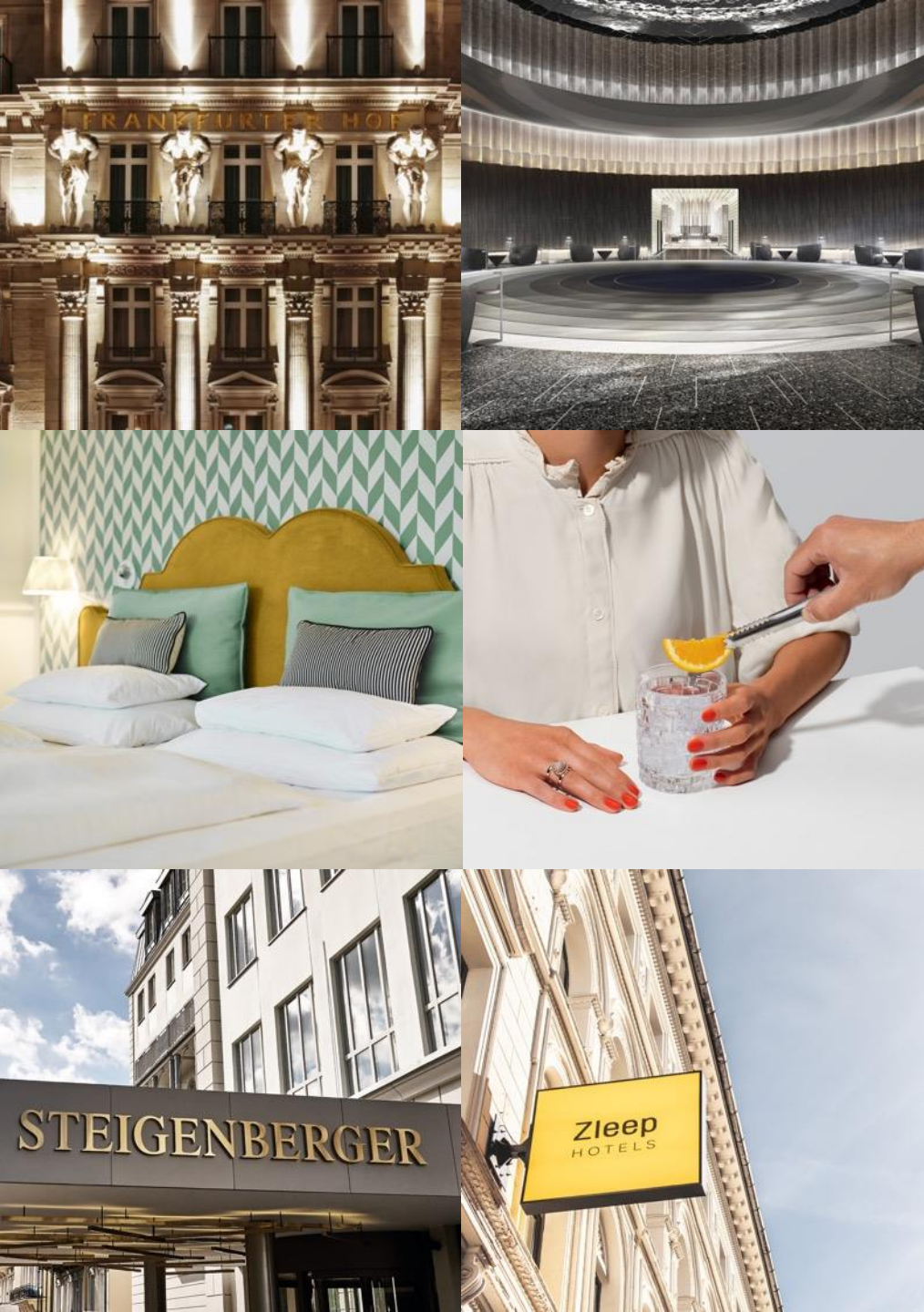
Stays a year

87%









Room nights sold by
direct sales channels

78%

Room nights
contributed by members



The Brand Scale

Luxury			 STEIGENBERGER ICONS  STEIGENBERGER PORSCHE DESIGN HOTELS
Upper Upscale			 HOUSE OF BEATS  STEIGENBERGER HOTELS & RESORTS
Upscale	 Jaz in the city		 MaxX by DEUTSCHE HOSPITALITY
Upper Midscale		 IntercityHotel	
Midscale			
Economy		 Zleep HOTELS	
	Lifestyle	Select Service	Full Service

Safe Travels

7 Event Area

- Event details will be finalized in advance on booking
- Event organizers have the option to purchase COVID-19 self-tests and provide it to participants on a voluntary basis
- Food offered for lunch and coffee break (buffet or a la carte) depends on local legislations

6 Wellness, Spa & Gym Facilities

- Regular ventilation of wellness, spa and gym facilities
- In line with the official national and local regulations it may be necessary to close off certain areas or parts of areas

5 Restaurants

- Opening hours are adapted to the volume of guests
- Menus are adapted to the number of employees and volume of guests
- Buffets are again allowed to the normal extend
- Distance markings and hygiene rules are observed by an employee
- Disposal gloves area available upon request

4 Rooms

- Regularly disinfection in the rooms (contact surfaces, door handles etc.)
- Rooms sufficiently ventilated

1 General Measurements and precautions in all areas

- In all public areas, distance markings (at least 1.5 m distance) are implemented by stickers
- All employees are required to wear face masks
- All high-touch surfaces are regularly disinfected
- Regular ventilation of all public areas
- Disinfection dispensers are placed at public touch points

2 Arrival Departure Digital Check in & Out

- Credit card terminals should be operated by guests themselves (if possible)
- Disinfection of rooms- and key cards
- When checking in, each guest must indicate whether he or she is travelling on business or privately

3 Cooperation Partners

- Diversey as cooperation partner to provide advice and checks in all hotels to support all measures
- All partner companies are sensitized to the situation
- Additional, regular coordination with partner companies



REWARDS



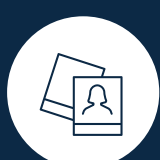
Point collection and redemption

Across all Deutsche Hospitality brands



Exclusive Member Rates

Best price and private sales invitations



Personalized Benefits

Upgrades, comp. breakf., VIP kit



Member Events

Exclusive events & housewarming parties

H Rewards Statuslevel



Star



Silver



Prestige



Gold



Platinum



Diamond

Member & Status Benefits



Early Check-In
/ Late Check-Out



Food & Beverage
Discounts



Free
Breakfast



Accommodation
Voucher



Gourmet
Voucher



Room
Upgrade



Bottle of
Sparkling Wine

Redemption Possibilities





Luxury

Steigenberger Icons



The Essence of Luxury

Steigenberger Icons is the new brand within the luxury segment of Deutsche Hospitality. The brand is celebrating luxurious simplicity by providing customers with an extraordinary experience.

Brand Pillars

- Tailor-made services
- Remarkable rituals
- High-end experiences
- Rich heritage



Luxury / Lifestyle

Steigenberger Porsche Design Hotels

STEIGENBERGER
PORSCHE DESIGN
HOTELS



Steigenberger Porsche Design Hotels

is the only brand that combines the distinctive Porsche Design lifestyle with the hospitality and service quality of a Steigenberger hotel. Our flair for design and zeitgeist, combined with the impressive heritage of a 90-year passion for the hotel industry set us apart.

Brand Pillars

- Design enthusiasm
- Fascinating functionality
- Hyper-personalization
- Luxury lifestyle





Upscale

Steigenberger Hotels & Resorts

STEIGENBERGER
HOTELS & RESORTS

Tradition steeped in history, curating contemporary culture

Steigenberger Hotels & Resorts stands for a contemporary hotel industry, innovation and exceptional service. Upscale hotels and modern houses in large cities and idyllic areas with first-class spa facilities promise a stay with unforgettable moments of well-being and an excellent gastronomic offer.

Brand Pillars

- Cultural narrative
- Contemporary excellence
- Engaging warmth
- Memorable experiences



Upscale / Lifestyle

House of Beats



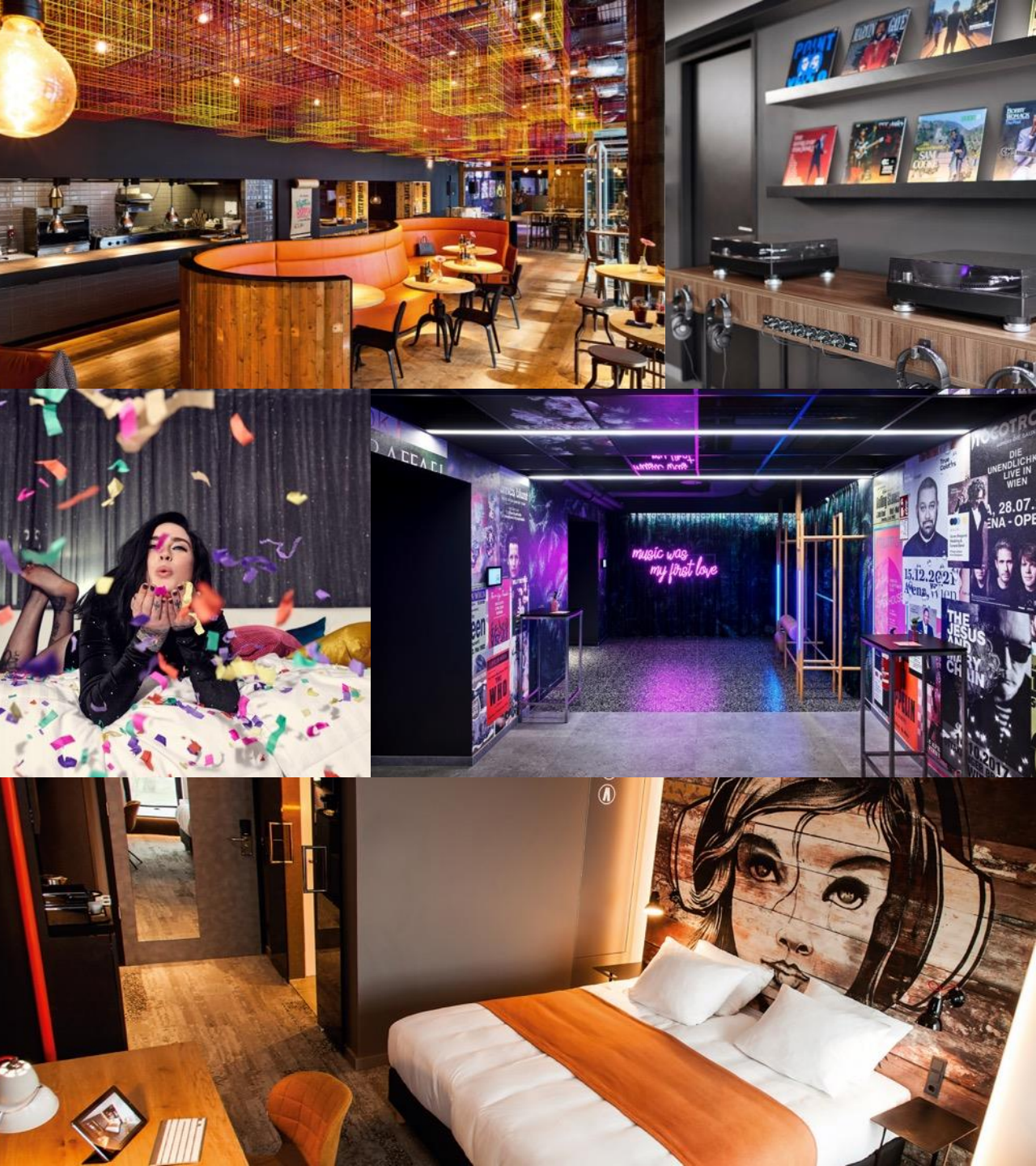
HOUSE OF BEATS

Energized by the beat

Unique in its local approach, united by an authentic and holistic lifestyle, House of Beats draws on the local fashion, music, pop and street art and cultural scene. House of Beats is an innovative lifestyle brand with a profitable, flexible and unique concept based on local DNA.

Brand Pillars

- Fashion
- Music
- Art
- Local DNA



Upscale / Lifestyle

Jaz in the City

Jaz
in the city

Feel the Beat

Distinctive in its local approach, united by an authentic lifestyle, Jaz in the City draws on the local music and cultural scene. Jaz in the City is an innovative lifestyle brand with a profitable, flexible and unique concept based on local DNA.

Brand Pillars

- Music
- Innovation
- Local DNA
- Holistic well-being



Midscale

MAXX by Deutsche Hospitality

Maxx
by DEUTSCHE HOSPITALITY

MAXXimise your stay

MAXX is charismatic, creative and focuses on the essentials. MAXX adapts flexibly to every location but always remains true to itself. The brand also constantly surprises with its attention to detail, which brings a smile to the guest's face.

Brand Pillars

- MAXXimize your connections
- MAXXimize your experience
- MAXXimize your essentials
- MAXXimize your comfort



Midscale

IntercityHotel

IntercityHotel

My relaxed hub in the city

IntercityHotels are centrally located in the most beautiful cities. The modern city hotels guarantee comfort for the upper middle class and high mobility.

Brand Pillars

- Central location with easy accessibility
- Sustainable consciousness
- Evolving connectivity and digital functionality – a place to meet



Economy / Lifestyle

Zleep Hotels

Zleep
HOTELS

A great night's zleep.

With Zleep Hotels you feel more than understood. A modern hotel experience is within your reach – and way better than expected. No complicated booking, no extra fees, no overwhelming options to pick from. Everything is just right – like the world-class mattress in your bed. And surprisingly you're getting a great night's zleep, better than ever before.

Brand Pillars

- The room - focus on a good night's Zleep
- Breakfast - always a good and healthy breakfast buffet
- Check-in - the classic reception does not exist
- Location - proximity to the actual destination

Germany

Steigenberger München

STEIGENBERGER
HOTELS & RESORTS

Key Facts:

- 292 guestrooms and suites
- Barrier-free rooms
- 2 restaurants, bar, fireplace lounge, cigar lounge, Bierkristall
- Fitness & Wellness with sauna, steam bath, gym
- Conference and event area with 14 conference rooms for up to 160 people

Location:

- Central location
- Subway: 550 m / 0.3 mi
- Central station: 5 km / 3.1 mi
- Airport (MUC): 25 km / 15.5 mi

Benefits:

- Free WiFi
- Car charging station
- Parking garage available



Germany, Bad Wörishofen

Steigenberger Hotel Der Sonnenhof

STEIGENBERGER
HOTELS & RESORTS



Key Facts:

- 156 guestrooms and suites
- 3,000 m² Spa World Luxury
- 3 restaurants
- 12 conference rooms for up to 200 people
- Bar, bistro



Location:

- Train station: 1 km / 0.6 mi
- Airport (FMM): 36 km / 22 mi
- Neuschwanstein castle: 63 km / 39 mi

Benefits:

- Free WiFi
- Charging station
- Parking garage
- Public parking



Germany

IntercityHotel Ingolstadt

*Intercity*Hotel

Key Facts:

- 144 guestrooms
- Frühstücks-Restaurant, Bar & Bistro Lounge

Location:

- Main station: 0 km
- Centrally located
- Airport (MUC): 70 km / 43 mi

Benefits:

- Free WiFi
- Parking garage
- FreeCityTicket for H Rewards members



Germany

IntercityHotel Nürnberg

*Intercity*Hotel

Key Facts:

- 158 guestrooms
- Restaurant, BistroLounge, bar
- Barrier-free rooms
- 4 conference rooms for up to 80 people

Location:

- Main station: 0 km
- Centrally located
- Airport (NUE): 7 km / 4.3 mi

Benefits:

- Free WiFi
- Public parking garage
- FreeCityTicket for H Rewards members



Germany

IntercityHotel Augsburg

*Intercity*Hotel

Key Facts:

- 120 guestrooms
- Breakfast restaurant, BistroBox
- Barrier-free rooms

Location:

- Main station: 0 km
- City centre 1 km / 0,6 mi
- Fair 5 km / 3 mi
- Airport (MUC): 85 km / 53 mi

Benefits:

- Free WiFi
- Public car park
- FreeCityTicket for H Rewards members





感谢您的关注

**Thank you
for your attention**



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STEIGENBERGER
ICONS

STEIGENBERGER
PORSCHE DESIGN
HOTELS

STEIGENBERGER
HOTELS & RESORTS

B
HOUSE OF BEATS

jaz
HOTEL

Maxx
BY MARRIOTT HOTELS

IntercityHotel

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