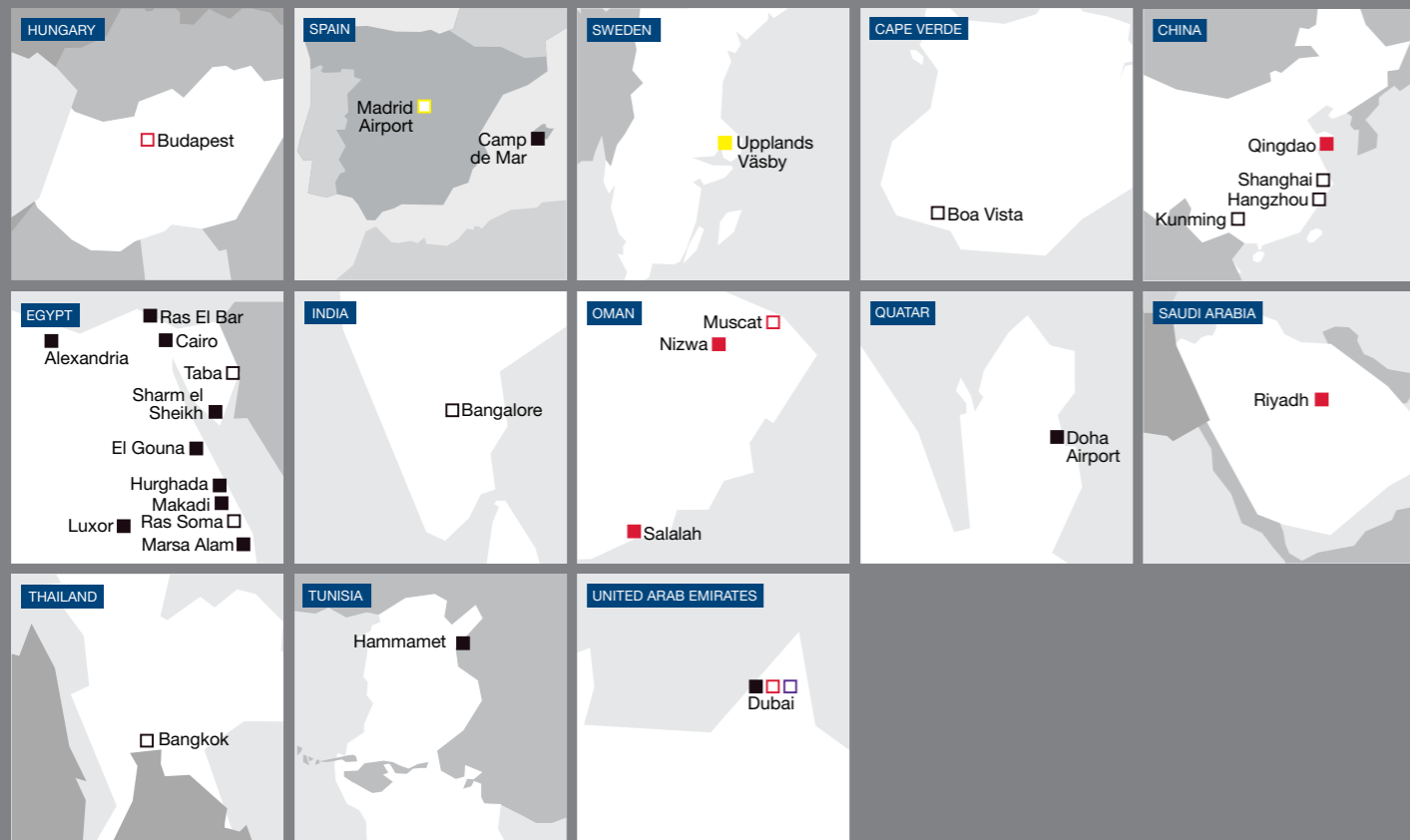
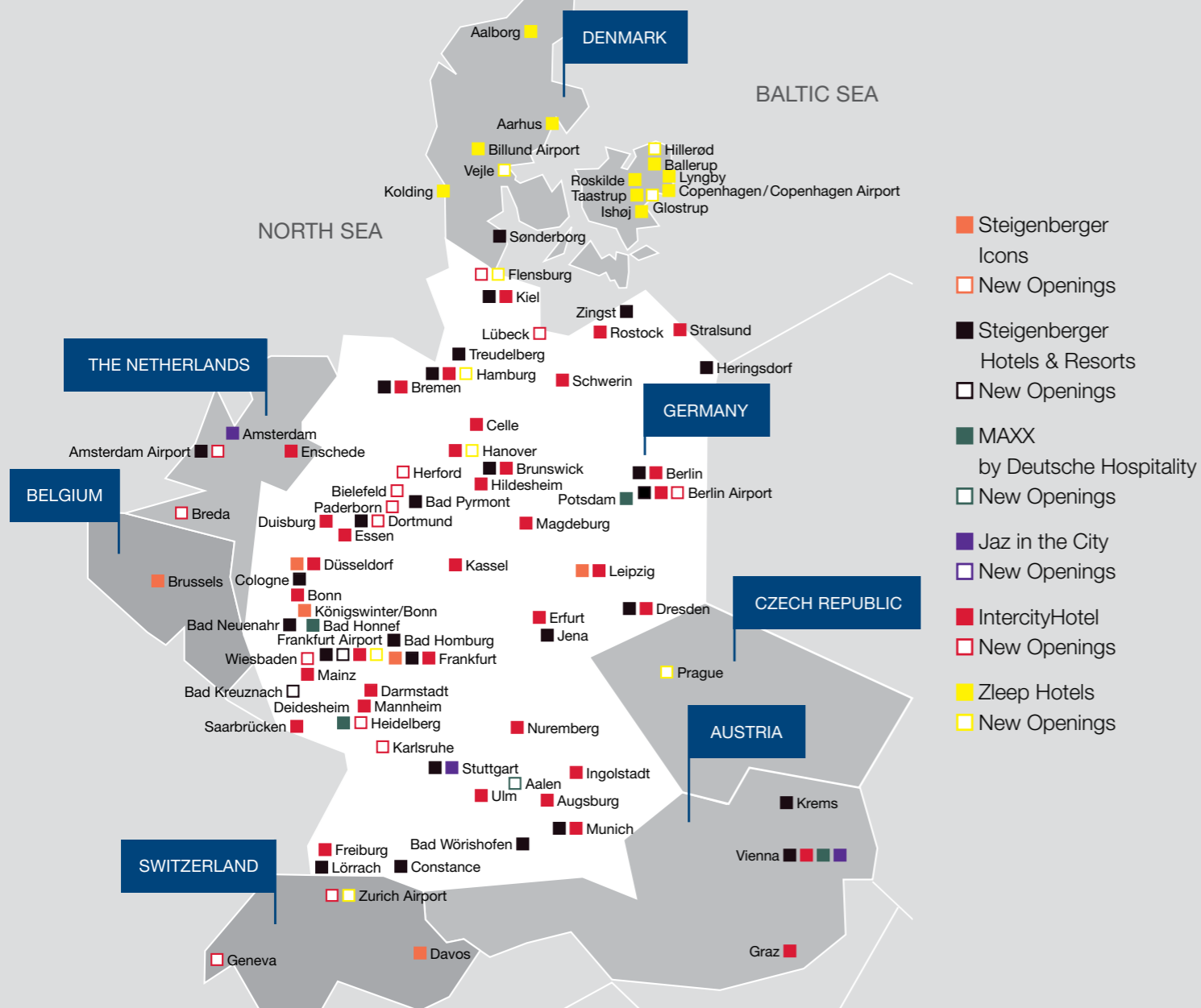


# WELCOME TO AN EXCEPTIONAL PORTFOLIO



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





STEIGENBERGER  
ICONS



STEIGENBERGER  
HOTELS & RESORTS



Jaz  
in the city



MaxX  
by DEUTSCHE HOSPITALITY



IntercityHotel



Zleep  
HOTELS



LUXURY

**Steigenberger Icons**  
The essence of luxury

Steigenberger Icons is the new luxury 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
- › High-end experiences
- › Remarkable rituals
- › Rich heritage

UPSCALE

**Steigenberger Hotels & Resorts**  
Storied tradition curating contemporary culture

Steigenberger Hotels & Resorts stands for contemporary upscale hotel industry, innovation and exceptional service. Traditional hotels and modern houses in large cities and idyllic areas with excellent 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

**Jaz in the City**  
Feel the beat

Unique by 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**  
MAXXimize 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 details which bring a smile to the guest's face.

**Brand Pillars**

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

MIDSCALE

**IntercityHotel**  
My relaxed hub in the city

Modern city hotels guarantee comfort in the mid-range segment right in the heart of the most beautiful cities in Europe and other international destinations. The brand IntercityHotel places a strong focus on a customer journey and welcoming interior design to make guests feel comfortable.

**Brand Pillars**

- › Central location with easy accessibility
- › Modern and welcoming interior design
- › Sustainable consciousness
- › Evolving connectivity – digital functionalities and a place to meet

BUDGET ECONOMY

**Zleep Hotels**  
A great night's sleep

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

**Brand Pillars**

- › Focus on a great night's sleep
- › Memorable and digital customer journey