



DEUTSCHE
HOSPITALITY



A very warm welcome from Deutsche Hospitality!

Deutsche Hospitality stands for an exceptional portfolio comprising of 116 hotels in 12 countries on 3 continents, of which twenty hotels are currently under development. The unique and varied Deutsche Hospitality portfolio includes the Steigenberger Hotels and Resorts, our lifestyle option, Jaz in the City, and IntercityHotels at busy hubs such as railway stations and airports.

The key to our success can be found in our strong values: We are hoteliers with **PASSION**. We set extremely high standards for ourselves. We strive for **PERFECTION**.

This requires skill and expertise, and a team of international professionals who have received the best hospitality training the world has to offer.

We do everything possible to satisfy the needs of our guests across the board—we call this **CARING**.

As a hotel group with German origins, we draw strength from our roots and from a company history that stretches back over more than eighty years. We combine **TRADITION** with a **VISIONARY** approach: Deutsche Hospitality fuses heritage with innovation to create distinctive global experiences which have a characteristic German flair. We are German cosmopolitans.

Our values demonstrate what makes Deutsche Hospitality so unique: traditional German values balanced with a flexible, open-minded attitude that embraces new cultures and new ways of working.

We are focusing on a new dimension of hospitality and aim to inspire people all over the world. Deutsche Hospitality intends to expand further and enter new markets. Our current efforts are focused primarily on the Middle East and the Far East, especially China. We also have our sights set on other promising markets and are developing new concepts and fresh ideas all over the globe.

Discover Deutsche Hospitality and become a part of our success story!



Puneet Chhatwal
Chief Executive Officer

Matthias Heck
Chief Financial Officer



LEADING VISIONS TO SUCCESS.



Jaz Stuttgart

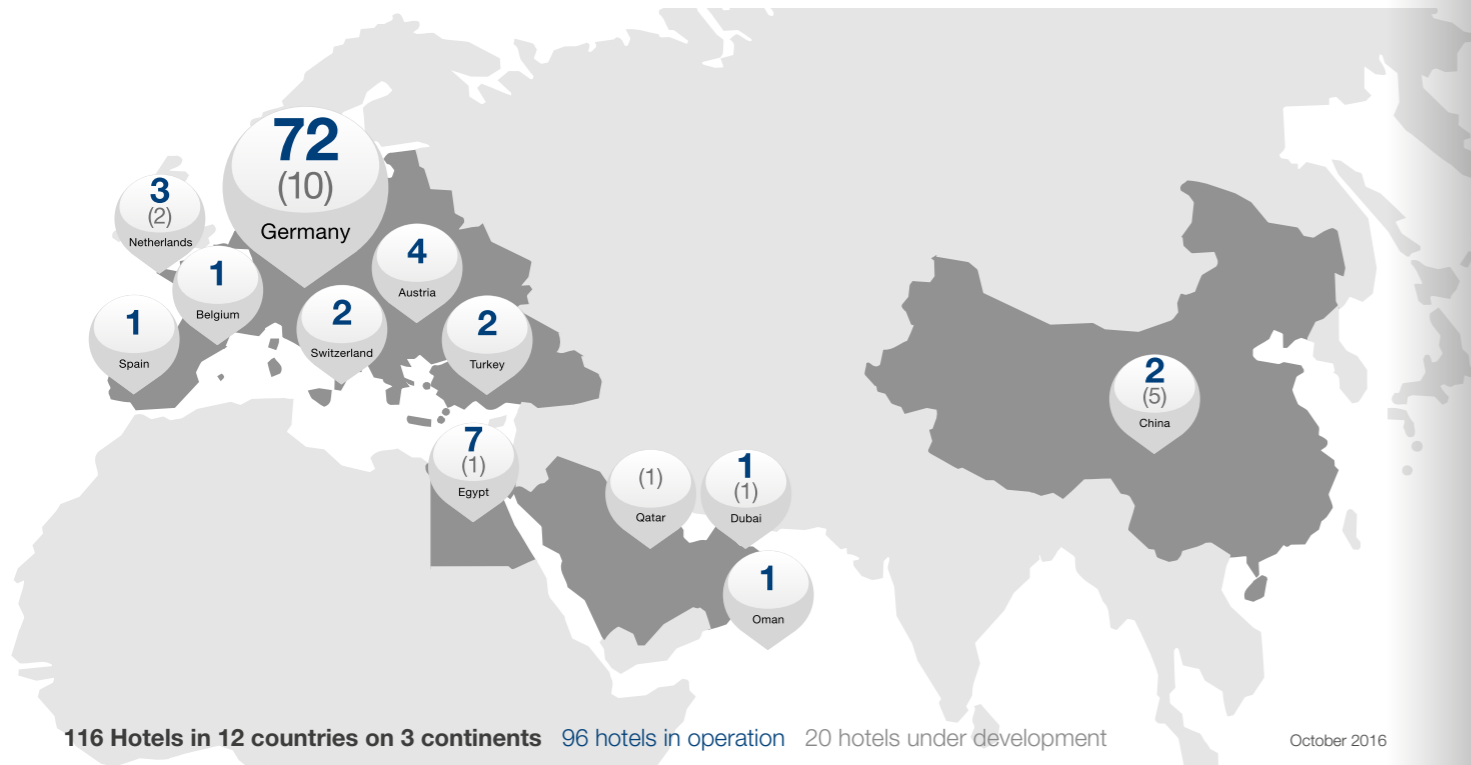
Deutsche Hospitality—the future of hospitality begins now.

Deutsche Hospitality is replacing the former Steigenberger Hotel Group. This development allows us to create a clear and forward-looking brand architecture: our three hotel brands, Steigenberger Hotels and Resorts, Jaz in the City, and IntercityHotel, will sit under the new Deutsche Hospitality brand umbrella and be allowed to develop freely.

With its internationalized name, Deutsche Hospitality provides the best conditions for global growth. Under this umbrella we will be able to tap into new locations and establish new hotel brands, thereby expanding our portfolio. Deutsche Hospitality also perfectly communicates our USP: a unique combination of German top quality and international appeal. In the future,

„hospitality made in Germany“ will be experienced around the world, with Deutsche Hospitality standing for German attributes such as reliability, efficiency, and an appreciation for quality in every aspect.

The strong brand personality of Deutsche Hospitality rubs off onto our three hotel brands and is getting people excited around the world—including our employees and our guests. With our new umbrella brand, we have positioned ourselves as an attractive employer, ensuring that in the future we will have the best professional employees all around the world.



STEIGENBERGER HOTELS AND RESORTS

Pure luxury and hospitality at its best—that's what our 56 Steigenberger Hotels and Resorts stand for in their fascinating locations around the globe. Immerse yourself in an exclusive cosmos full of character, glamour, and elegance. From historic and traditional establishments to vibrant city hotels to wellness oases surrounded by nature—follow your dreams and experience the unmistakable Steigenberger charm.

Spectacular, luxury, and first-class.

Experience a feast for the senses: tantalize your taste buds and enjoy our excellent gourmet cuisine. Recharge your batteries and indulge in wellness at the highest level.

Be inspired—by cultural events, the unique atmosphere of our rooms and suites, and the stunning locations of our Steigenberger Hotels and Resorts. Each is a work of art itself with its own personal charm.

Plenty of room for creative ideas.

Steigenberger Hotels and Resorts are a top choice for business guests. Modern technology, optimally equipped conference rooms and generously equipped workstations—staying with us means the ideas of tomorrow can flow freely. Our event team organizes conferences and meetings of all kinds—putting your business success in the spotlight.

Jaz in the city

The stage is set for 100 percent lifestyle! In November 2015, we launched an exciting new concept in Amsterdam: Jaz in the City—young, urban, and in close proximity to the pulsating life of the city. Jaz in the City combines design, music, and enjoyment to deliver a sweeping and complete performance. The second Jaz hotel will open in Stuttgart in the spring of 2017.

Trendy, hip, and casual.

Jaz reflects the lifestyle of the city and draws on the local music and cultural scene. Whether it's spontaneous DJ sessions, regular gigs, or turntables in the hotel lobby, Jaz brings the artists and their work to the hotel. The hotel itself becomes a stage—and the stay an event. Jaz is stylish. Jaz is the pulse. Jaz inspires.

A cult concept.

Jaz in the City offers more: cool and modern room design, perfect service, and the latest trends in the local food and drinks scene. The technology is also up to date. For example, guests can use a smartphone app to check in or out. And in the conference area, all systems can be operated via a touch control panel. The special Jaz mix provides a unique atmosphere and unforgettable moments. We warmly invite you: to be astonished, to relax, and to enjoy.

IntercityHotel

Arrive, relax, and enjoy great transport links: 39 modern city hotels guarantee comfort in the mid-range segment—right in the heart of the most beautiful cities in Germany and other international destinations. Our IntercityHotels are located within walking distance of train stations or airports. As a special bonus, with the FreeCityTicket our guests can use public transport for free—mobility at its best.

Time-saving, comfortable, and convenient.

IntercityHotels are the perfect place and the perfect starting point for business appointments, cultural trips, and city tours. Guests will find modern rooms including Wi-Fi, Sky Sports,

and German soccer league channels. The new generation of IntercityHotels is characterized by a fresh, young design concept by star designer Matteo Thun. Our breakfast, including a coffee to go, offers quality and diversity. On top of all this, our restaurants and bistro lounges offer a range of food.

Business à la carte.

Business corners are available for professional meetings. Selected destinations also offer well-equipped conference rooms and extensive conference services which are reliable, efficient, and professional, ensuring every meeting is a success.

PASSION



WE ARE DRIVEN
BY QUALITY
AND PERFECTION

We are passionate hoteliers. It is our enthusiasm that drives us. For us, hospitality is not just a word, but a passion. It's a philosophy that we breathe life into day by day, moment by moment.



“My own standards always have to be higher than those of my guests. For that you need passion.”

Nico Burkhardt and team, Steigenberger Graf Zeppelin, Stuttgart



Steigenberger Parkhotel Dusseldorf



Steigenberger Grandhotel Handelshof, Leipzig



Steigenberger Hotel Herrenhof, Vienna



“I just love it when you get excellent quality as a matter of course. That’s why I keep coming back.”

Regine Sixt, Sixt SE





CARING

UNDERSTANDING
OUR GUESTS
ENABLES US TO
FULFILL INDIVIDUAL
EXPECTATIONS

Caring shapes the way we think and act. It is more than a principle—it's a heartfelt conviction. We believe in genuine attention, focus, and dedication, so that every visit becomes a unique experience for our guests.

Steigenberger Frankfurter Hof, Frankfurt am Main



Steigenberger Parkhotel Dusseldorf

“Deutsche Hospitality is an excellent employer. The mix of German quality and international flair is simply fantastic.”

**Elisabeth Perwanger,
Director Steigenberger Hotel Herrenhof, Vienna,
and Area General Manager Austria**



“My guests are like family members to me. Their well-being is my top priority.”

Benjamin Jansen, Spa-Manager, THE SPA at Steigenberger Frankfurter Hof, Frankfurt am Main



Steigenberger Frankfurter Hof, Frankfurt am Main

PERFECTION



ONLY ATTENTION
TO EACH DETAIL
WILL MAKE FOR A
HARMONIOUS WHOLE

We strive for excellence.

**Top performance is our benchmark
and absolute perfection is what drives us.**

**This attitude can be seen in the details
that help guests feel comfortable—
and which leave nothing to be desired.**

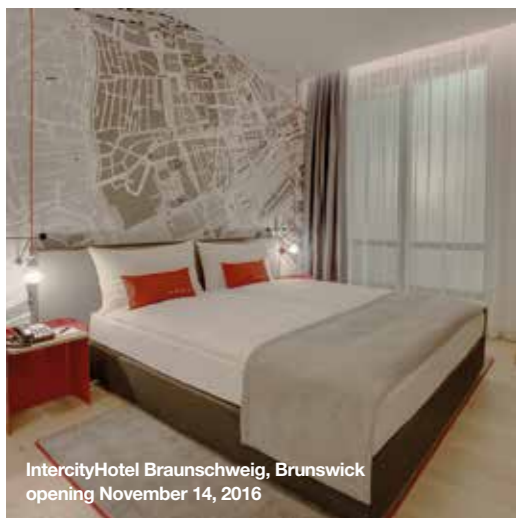


“Our guests appreciate our central location. Our aim is to offer them some familiarity wherever they go.”

Steffi Wisotzky, General Manager, InterCityHotel Berlin Hauptbahnhof, Berlin



The new generation of InterCityHotels designed by Matteo Thun, opening November 14, 2016, in Brunswick



InterCityHotel Braunschweig, Brunswick opening November 14, 2016



The new generation of InterCityHotels designed by Matteo Thun, opening November 14, 2016, in Brunswick

“Ideal connections and excellent accessibility, combined with the feeling of coming home. That’s what I call perfect.”

Birgit Bohle, CEO DB Fernverkehr AG





TRADITION

A SOLID
FOUNDATION IS
THE BASIS FOR
ACHIEVING THE
HIGHEST GOALS

We draw strength from our roots. We are proud of our history. Our past successes are a source of innovation. We develop creative, forward-looking solutions based on a tradition that stretches back over more than 80 years.

**“For more than forty years,
I have been conjuring up smiles
on the faces of our guests.
That’s what motivates me
more than anything else.”**

**Klaus Mertens, wagon master,
Steigenberger Grandhotel Handelshof, Leipzig**



Steigenberger Grandhotel Handelshof, Leipzig



Steigenberger Hotel Business Bay, Dubai



**“It’s nice to see
that German traditions
are so well received abroad.
For me personally it’s like
always having a bit of home
when I’m far away.”**

Frida Hansen, Director Business Development



Steigenberger Parkhotel Dusseldorf

VISIONARY

A large, artistic painting of a woman's face is the central focus, rendered in a style that blends with the natural wood grain of the wall. The woman has dark hair and is looking directly at the viewer with a slight smile. In the foreground, a bed with white linens and pillows is visible, suggesting a hotel or a comfortable living space. The lighting is warm and focused on the painting.

TO SET STANDARDS,
WE NEED TO
REMAIN A PIONEER

Thinking ahead. Thinking outside the box. Daring to try something new. That's our motto when it comes to developing innovative ideas, mastering challenges, and entering future markets. We approach every new challenge with courage, energy, and visionary strength.



Jaz Amsterdam

“Of course, the old favorites always work. The trick is to identify new influences and create something inspirational.”

Hasan Yigit, Vice President Jaz in the City



“Leading the way and defining new routes is part of my job. Here, every hotel tells its own story.”

Jens Bischof, Executive Vice President Sales & Chief Commercial Officer Hub Frankfurt, Deutsche Lufthansa AG



Jaz Stuttgart

Steigenberger Hotels AG

Lyoner Straße 40

D-60528 Frankfurt am Main

STEIGENBERGER
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Jaz
in the city

*Intercity*Hotel

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