

## MAXX by Steigenberger wins a 2018 German Brand Award

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MAXX by Steigenberger is the latest brand to be introduced under the Deutsche Hospitality umbrella. Only three months after being launched, it has now become the proud winner of a 2018 German Brand Award. Deutsche Hospitality received its prize in the category of “Industry Excellence in Branding – Tourism”, which recognises the best product and company brands within the sector.



*Jannah Baldus (left), Manager Corporate Communications & Mark Pfeiffer (right), Senior Director Marketing, Deutsche Hospitality*

The German Brand Award has been in existence for three years and is conferred by the German Design Council together with the German Brand Institute. It acknowledges successful brands, robust brand management and sustainable brand communication. 600 invited guests from trade and industry, the cultural community and the media

attended the formal prize giving ceremony, which took place at the German Historical Museum in Berlin.

“MAXX is the latest addition to our family of brands,” said a delighted Mark Pfeiffer, Senior Director Marketing, Deutsche Hospitality. “We are proud to have received a German Brand Award so soon after its launch. This is a fabulous confirmation of our brand strategy.”

MAXX by Steigenberger is new and charismatic. It places the focus on the essential in accordance with its motto “MAXXimize your stay”. The concept encompasses attractively furnished rooms with beds that deliver a feel-good factor, space for flexible working, free Wi-Fi in public areas, the popular Steigenberger Breakfast and the MAXX Coffee Ritual. MAXX is an upscale brand which is particularly franchise friendly. It possesses more flexible hardware standards and thus provides the necessary leeway for qualitative and quantitative growth. Aspects such as service, staff and F&B are aligned to Steigenberger quality standards, whilst the brand is also able to embrace different destinations, locations and room sizes and the architecture of individual hotels.

Andrej Kupetz, Chair of the Jury of the German Brand Award and Managing Director of the German Design Council, believes that strategic brand management is a key success factor. “In overall terms, there is a clearly discernible trend towards professionalisation of branding, and this goes hand in hand with a deeper understanding of the brand itself.”

The German Design Council is one of the world’s leading centres of excellence for communication and knowledge transfer within this specialist field. Its patrons now include more than 300 companies. The German Design Council was established in 1953 following an initiative from the German Lower House of Parliament to strengthen design expertise in the German economy. It pursues a diverse range of activities with the single goal of using design in a strategic way to communicate a sustainable increase in brand value.

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**Deutsche Hospitality** brings together three separate hotel brands under a single umbrella. **Steigenberger Hotels and Resorts** has 60 hotels housed in historic traditional buildings and lively city residences and also offers health and beauty oases set at the very heart of nature. **MAXX by Steigenberger** – is a new and charismatic concept which places the focus on the essential in accordance with its motto “MAXXimize your stay”. **Jaz in the City** branded hotels reflect metropolitan lifestyle and draw upon the local music and cultural scene. And **IntercityHotel** offers more 40 upper mid-range urban hotels, all of which are located within easy walking distance of railway stations or airports. A further 30 hotels are currently at the development stage. This means that the Deutsche Hospitality portfolio currently encompasses a total of over 130 hotels on three continents.

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