



STEIGENBERGER ICONS

LUXURY



The *Essence* of *Luxury*.



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

Mindful x *Curious*



Steigenberger Icons value what is essential in life: quality, not quantity, individualism over mass-appeal, simplicity over complexity. Sensorial and multi-layered, these luxurious destinations bring uncompromising personal service, because we are sure, that there is no luxury without human connection.

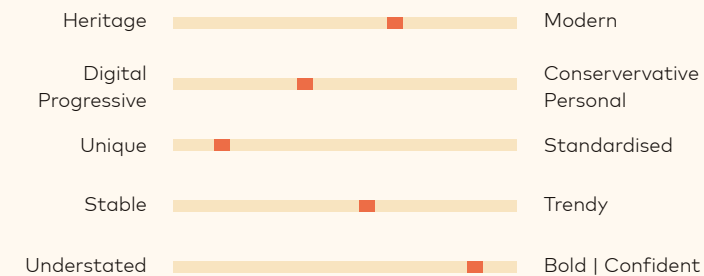


Only the most legendary Steigenberger hotels are permitted to call themselves "Steigenberger Icons". As of 2021, no more than six of our houses carry that prestigious title. Their singular stories, unwavering dedication to quality, their rich heritage and international alignment make them truly iconic.

Refined x *Pure*



BRAND BAROMETER





Sophisticated x *Non-chalant*

Situated at some of the world's most privileged destinations, the Icons welcome a sophisticated clientele from all around the globe. Effortlessly blending refined Grand Hotel luxury with nonchalance and personalized travel experiences with their own unique identities, all of our Icons are breaking the rules without breaking the past.



FACTS & FIGURES



Location:
Outstanding and unique locations –
City, Mountain, Lake, Beach



Positioning:
Luxury



Contract:
Lease, Management
or Franchise agreement



Iconic architecture



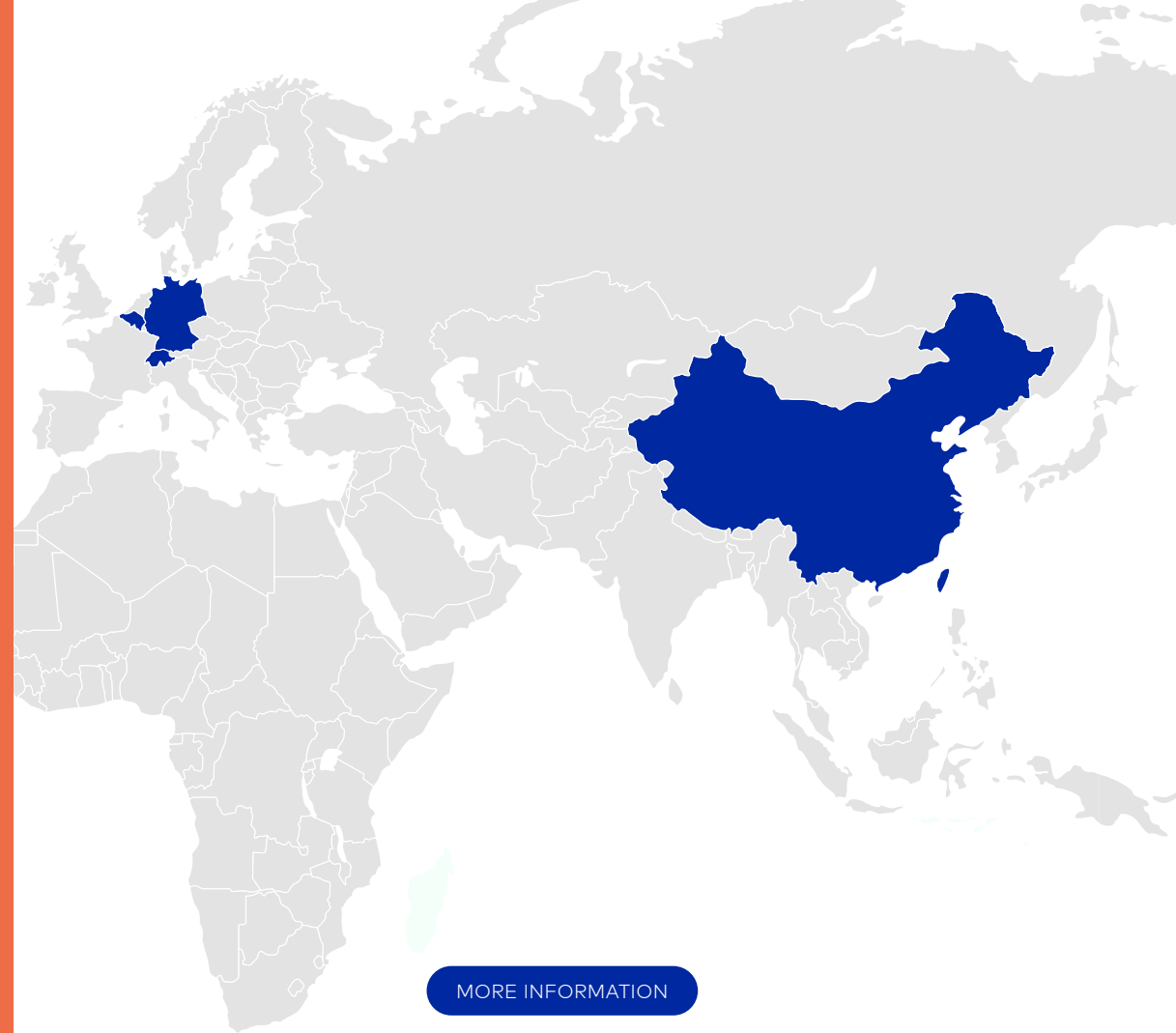
Extravagant light,
space and time concept



Individually adapted
service cultures

STEIGENBERGER ICONS Business Development

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[MORE INFORMATION](#)

High-class | Iconic | Sophisticated

Number of rooms 80+

Room size 40+ sqm

Gross area per room 80+ sqm

FF&E cost per key EUR 55–70k

Restaurants and bars 2 restaurants (subject to project/destination;
1 Michelin starred restaurant), bar, outlets

Conference space Subject to market

Spa/wellness capacity 1.000+ sqm



SUSTAINABLE & FAIR

Our sustainability concept is based on a permanent optimisation and improvement in all areas, selected partnerships with certified partners and resource-saving action.



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