

MaxX

by DEUTSCHE HOSPITALITY

MIDSCALE



MAXXimize + your experience



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MAXX is the conversion brand of Deutsche Hospitality. MAXX is charismatic, creative and focuses on the essentials. MAXX adapts flexibly to every location, but always stays true to itself. The brand also constantly surprises with its attention to details which bring a smile to the guest's face.



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**MAXX is charismatic
and sets a highlight on
the essentials to create
a cozy atmosphere
in every destination.**



Brand Pillars

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

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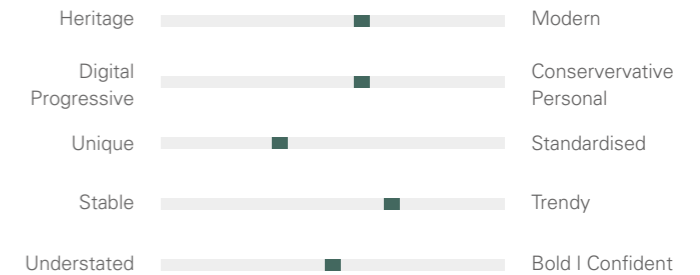
A stay at MAXX by Deutsche Hospitality feels effortless and relaxed. Our brand focuses on all the essential things that make a huge difference: Guests enjoy high-quality beds, our popular breakfast and attentive service. Little comforts such as free coffee 24/7 complete the experience.



MAXXimize +
your stay



BRAND BAROMETER





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Wherever you venture, you're never far from home – not with MAXX by Deutsche Hospitality in town. Our hotels naturally adapt to the neighborhoods where they operate. Stay with MAXX and get a taste for the locale.

Not to brag, but MAXX by Deutsche Hospitality was born to flex. It has all the essentials guests love without any of the unnecessary baggage. Minimal brand standards make it easy to adapt to properties. And the Deutsche Hospitality name tells guests this is a hotel they can trust.

FACTS & FIGURES



Location:
Urban and Resort Locations



Positioning:
Midscale



Contract:
Management or
Franchise agreement



Free WiFi



Free coffee



Rich breakfast

MAXX by Deutsche Hospitality Business Development

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Modern | Charismatic | Focused | Welcoming | Versatile

Number of rooms	60+
Room size	16+ sqm
Conference space	Subject to market
Spa/wellness capacity	Subject to market
Fire life safety regulations	Mandatory
Quality checks	Mandatory
Joining loyalty program	Mandatory



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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