

Porsche Design and Steigenberger to establish joint hotel brand

09/07/2021 Functional design and a unique brand experience are about to merge at the very highest level. Dr. Jan Becker (CEO Porsche Design Group) and Marcus Bernhardt (CEO Steigenberger Hotels AG/Deutsche Hospitality) met at the Steigenberger Icon Hotel Frankfurter Hof to sign an agreement that heralds the creation of a joint hotel brand.

The intention is that Steigenberger Porsche Design Hotels will open in a number of cities around the world in the future, with the unique concept positioned in the luxury lifestyle segment. The collaboration represents a significant step for both companies. “Steigenberger Hotels & Resorts and Porsche Design share common values,” explains Dr Jan Becker. “We demand the highest standards of quality and exclusive design and strive for continuous development. Together we want to offer our guests a completely new hotel experience.”

“Our two companies unite the very best of both worlds,” adds Marcus Bernhardt. “Porsche Design brings a unique design philosophy to the partnership. And there is scarcely any company in the hotel business other than Steigenberger which has brought so much quality, service and passion to bear over

a period of more than 90 years. With these strengths we create a new and exciting product that will encourage people to rediscover the hotel sector."

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. In 1930, Albert Steigenberger opened the Europaischer Hof in Baden-Baden – a hotel that would lead to the establishment of Steigenberger Hotels AG. Now, 160 hotels operate under the Steigenberger name across three continents. Deutsche Hospitality has formed part of the Huazhu Group – one of the largest hotel groups in the world – since 2020. The company's portfolio extends to more than 7,000 places to stay and its H Rewards Bonus Programme has more than 174 million members.

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