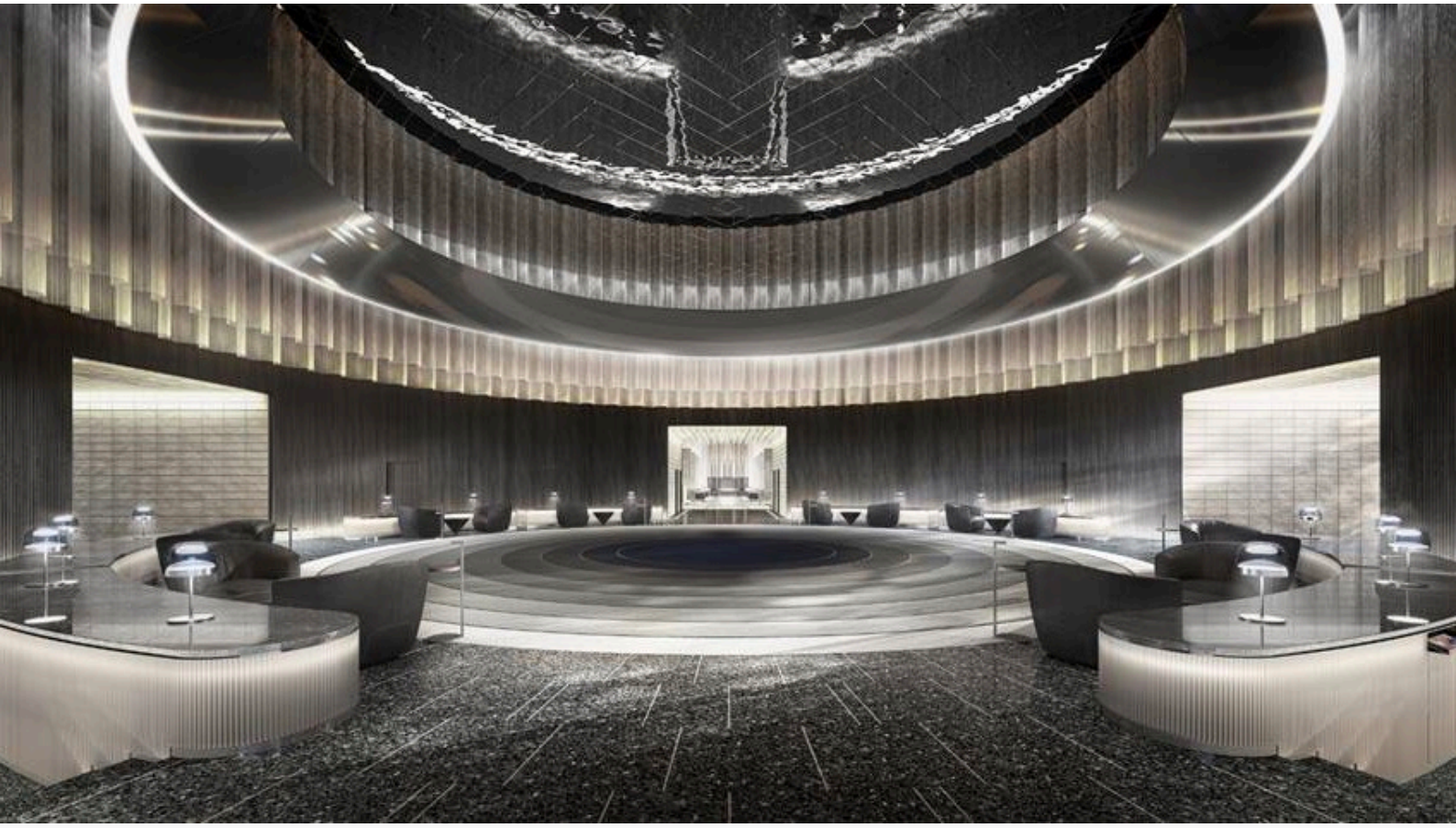


Porsche Design and Steigenberger present joint hotel brand

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12/10/2021 Deutsche Hospitality and the Porsche Design Group are joining forces to present the Steigenberger Porsche Design Hotels brand, an innovative hotel concept in the Luxury Lifestyle Segment. They plan at least 15 hotels in metropolises right across the world.

Steigenberger Porsche Design Hotels will bring together design, technology and lifestyle at the very highest level. The result will be a unique brand experience created from the design philosophy and values of the exclusive Porsche Design lifestyle brand. This will be combined with the excellence and experience of Steigenberger, which boasts a representative tradition stretching back for more than 90 years. Investor interest in Steigenberger Porsche Design Hotels is considerable. The first planning stage involves the establishment of up to 15 hotels in global metropolises such as London, Singapore, Dubai and Shanghai.

Design and quality are the top priority

“Steigenberger Porsche Design Hotels creates a brand which marries the design philosophy and values of the exclusive Porsche Design brand with the hospitality and service quality of a Steigenberger hotel,” said Marcus Bernhardt, CEO of Steigenberger Hotels AG/Deutsche Hospitality. “Our joint goal is to establish a new hotel product for a global target group which seeks uniqueness and which has the highest aspirations regarding quality.”

“Steigenberger Porsche Design Hotels will boast an unusual and exceptional spatial and lighting concept,” stated Dr. Jan Becker, CEO of Porsche Design Group. “Innovative rooms and suites will feature a singular design and interior which captures the spirit of the environment. Travellers in search of extraordinary experiences will be able to find Steigenberger Porsche Design Hotels at some of the world’s most breath-taking locations.” The hotels will offer at least 150 rooms, suites, and penthouses. They will also have a remarkable restaurant and bar concept, exclusive Meet&Greet Cubes, and a health and beauty facility and gym extending over a minimum area of 1,000 square metres.

Appealing to an attractive target group

Economy Segments via the existing brands. “We have set ourselves the objective of achieving significant worldwide growth by 2027,” Mr. Bernhardt continued. “For us, Steigenberger Porsche Design Hotels constitutes an important step towards appealing to an attractive target group in the long term and towards meeting growing requirements for individuality, exclusivity, design and an inimitable hotel experience.”

The development of Steigenberger Porsche Design Hotels is enabling Porsche Design to transfer its brand philosophy to exterior and interior architecture. This will allow design expertise to be made accessible to a broad section of the public via the vehicle of outstanding hotel projects. Jan Becker: “The brand perception factor is becoming increasingly important for customers. In hotels we convey the brand experience in a unique way, and this makes it possible to introduce additional differentiation to the market.”

MEDIA ENQUIRIES



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