

Stuttgart has a new cult location – the Jaz Stuttgart has opened for business

Brand debut in Germany

Frankfurt am Main, 2 January 2018

Music is in the air. As of 1 January, the Jaz Stuttgart has begun to welcome its first guests. After a highly successful launch in Amsterdam, the Jaz in the City brand is now celebrating its debut in Germany – hip, casual, trendy and offering a local touch. Jaz in the City is in tune with the times and reflects urban attitudes. It provides inspiration, stimulation and entertainment and fires the enthusiasm in many ways.

Jaz in the City is more than just a brand. This is a lifestyle which is truly tangible in every one of the 166 rooms and suites at the new hotel. A smart TV, a yoga kit and state-of-the-art technology are amongst the facilities featured in all rooms. “Check in quicker, enjoy the experience earlier,” is the motto. Hotel bookings, the stay itself, the check-in and check-out process and the payment procedure all have been digitalised. This enables guests to use their smart phone as a reception service and a room key. Digitalised accommodation creates more time to get out and explore.

The Jaz Stuttgart makes clever use of its showcase location in the “Cloud N° 7” residential and hotel tower, which has established itself as a new landmark within the city’s Europa Quarter. Together, Cloud N° 7 and Jaz in the City symbolise the spirit of Stuttgart. This is the perfect venue from which to embark on a tour of discovery of Swabia’s major metropolis.

It’s all about Music, and indeed music is an essential component of the brand. It can be heard, seen and experienced across every area of the hotel. The “Rhythms Bar + Kitchen” is a concept which delivers exactly what its title suggests. A highly creative menu contains both traditionally influenced and more urbane dishes which are prepared using local produce. Live acts, concerts and spontaneous sessions are also all part of the programme. Jaz draws upon the local music and cultural scene and brings artists and their works into the hotel itself. Changing exhibitions decorate the public areas and walls. The Cloud N° 7 Bar & Lounge on the roof of the main building is the ideal place in which to unwind over a cool drink and soak up the easy going atmosphere. Breathtaking views out over Stuttgart are included in the price.

Three conference rooms (“The Base”) offering the very latest presentation technology are sure to be a great hit with business guests. There are also two board rooms on the sixth floor. A health and beauty spa area boasting gym equipment, a sauna, a steam bath and a relaxation zone supplies the perfect place to unwind at the end of a busy day.

Hasan Yigit, Vice President of Jaz Hotels, expressed his delight at the opening of the new hotel. “The Jaz Stuttgart reflects the Swabian metropolitan lifestyle. It is chic and modern, and every detail of design, catering and entertainment is imbued with the local DNA. This enables us to appeal both to hotel guests and to the indigenous population. The Jaz Stuttgart has everything it takes to become the new hot spot in the city.”

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Jaz in the City is a **Deutsche Hospitality** brand. Jaz offers a cool and modern room design complete with perfect service. The latest trends in the local food and drink scene are also showcased. This is a young hotel brand which reflects the lifestyle of a city and draws upon its music and cultural scene. The first Jaz Hotel opened in Amsterdam in 2015. **Deutsche Hospitality** operates two further brands. **Steigenberger Hotels and Resorts** has 61 hotels housed in historic traditional buildings and lively city residences and also offers health and beauty oases set at the very heart of nature. **IntercityHotel** offers more than 40 upper mid-range urban hotels, all of which are located within easy walking distance of railway stations or airports.

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