

A “2018 Customer Favourite” – Steigenberger Hotels and Resorts achieves first place in the “Hotels” category

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People love Steigenberger Hotels and Resorts. “news aktuell und Faktenkontor”, a subsidiary of the German Press Agency, has carried out a study entitled “Customer Favourites 2018” during which 53 million social media posts relating to 3,000 brands were evaluated in order to identify the most popular product names across 20 different sectors on the German-language Internet.

The analysis was conducted during the period from June 2017 to May 2018 and pinpointed brands which have been able to impress consumers with the service, quality and value for money they offer. Steigenberger Hotels and Resorts, the traditional hotels division of Deutsche Hospitality, came out on top in the “Hotels” category and were thus accorded the same status as prestigious brand names such as Aston Martin, Vodafone, Deutsche Post and Google. It had already won a Customer Favourite Award in 2016. Online statements were assessed in the categories of price, service, quality and reputation. Appraisal of consumer feedback takes place on the basis of a web monitoring tool supplied by Ubermetrics, which tracks 350 German language Internet sources. The actual analysis process occurs with the assistance of artificial intelligence.

Matthias Heck, CFO & Labour Director of Steigenberger Hotels AG, commented, “Satisfied guests are the very highest award we can receive as hoteliers. We are proud that Steigenberger Hotels and Resorts has won a “2018 Customer Favourite” award. This is an outstanding confirmation of the work we do and represents a huge vote of praise to the staff who bring our brands to life.”

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Steigenberger Hotels and Resorts is a **Deutsche Hospitality** brand. It represents the epitome of luxury and perfect hospitality. Visitors can choose from historic hotels rich in tradition, lively city residences and health and beauty oases at the very heart of nature. The portfolio encompasses 60

hotels in eleven countries in Europe, Asia and Africa. **Deutsche Hospitality** operates three further brands. **MAXX by Steigenberger** is a new and charismatic concept which places the focus on the essential in accordance with its motto "MAXXimize your stay". **Jaz in the City** branded hotels reflect the metropolitan lifestyle and draw upon the local music and cultural scene. And **IntercityHotel** offers more 40 upper mid-range urban hotels, all of which are located within easy walking distance of railway stations or airports.

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