

**Martin Schrödl appointed as General Manager of the
MAXX by Steigenberger Hotel Vienna**

Frankfurt am Main, 19 February 2019

Styrian-born Martin Schrödl has been appointed as General Manager of the first MAXX by Steigenberger Hotel in Vienna. He will bring a young and dynamic management style to the new hotel, which has formed part of the Deutsche Hospitality portfolio since February 2019.

39-year old Mr. Schrödl originally completed vocational education and training in the occupation of restaurant specialist before studying for a business economist qualification. He then held various positions with international hotel chains over a period of six years. After spending a successful spell with the Deutsche Hospitality between 2009 and 2015, during which time he was Regional Director of Sales & Marketing for Austria and Eastern Europe, he went on to manage the fortunes of Loisium Wine & Spa Resorts Langenlois.

“Martin Schrödl is a committed and highly responsible leadership personality with a strong track record in sales. We are very pleased to have acquired his services for our new hotel in Vienna,” said a delighted Thomas Willms, CEO, Deutsche Hospitality. “Our new brand MAXX by Steigenberger is modern, young and charismatic. It is aimed at business and leisure guests who focus on the essential and appreciate a central location, well equipped rooms and a convenient level of comfort.” General Manager Martin Schrödl also outlined his main objectives as he takes on this new challenge. “My aim is to work in conjunction with a superbly motivated team to position MAXX by Steigenberger as a successful business hotel on the Vienna market. We will offer our guests a good level of quality, a high-end breakfast service, a cosy atmosphere and the kind of friendly service that reflects Viennese lifestyle.”

The MAXX by Steigenberger Hotel Vienna boasts 195 rooms including 21 suites. There is also a restaurant complete with bar, a conference area and a health and beauty spa and gym facility. The building is the work of the British architect David Chipperfield. Fixtures and fittings are by the Italian designer Matteo Thun, who is also responsible for the entire interior. Deutsche Hospitality will operate the hotel under an international management agreement.

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MAXX by Steigenberger is a **Deutsche Hospitality** brand. MAXX is a new and charismatic concept which places the focus on the essential. Its motto “MAXXimize your stay” emphasises the importance of comfortable beds, the popular Steigenberger breakfast and the MAXX Coffee Ritual. Deutsche Hospitality operates four further brands. **Steigenberger Hotels and Resorts** boast 60 hotels housed in historic traditional buildings and lively city residences and also offer health and beauty oases set at the very heart of nature. **Jaz in the City** has hotels in Amsterdam and Stuttgart which reflect metropolitan lifestyle and draw upon the local music and cultural scene. **IntercityHotel** includes 40 upper modern upper mid-scale urban hotels, all of which are located within easy walking distance of railway stations or airports, whilst **Zleep Hotels** provide quality and design at an affordable price in Denmark and Sweden.

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