

Susanne Friedrich joins the Deutsche Hospitality Development Team

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International expansion needs professional support. Susanne Friedrich has been Director of Business Development at Deutsche Hospitality since 1 September. Ms. Friedrich is a hotel property specialist with 13 years of experience in international development and asset management and was most recently employed at the Rezidor Hotel Group in Brussels and Frankfurt, where she was responsible for development in the regions of Germany, Austria and Central and Eastern Europe.

The main focus of her new role at Deutsche Hospitality will be on development within Germany, Austria and Switzerland. Although the hotel group is currently undergoing considerable international growth, it is also continuing to pursue new projects within its home market of the German-speaking countries. Expansion goals within Germany, Austria and Switzerland include pulsating inner city sites in primary and secondary urban centres for the Jaz in the City brand. Deutsche Hospitality is also working to earmark important transport hubs for IntercityHotels and to identify city centre, resort and airport locations for Steigenberger Hotels and Resorts.

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Deutsche Hospitality brings together three separate hotel brands – **Steigenberger Hotels and Resorts** has 60 hotels housed in historic traditional buildings and lively city residences and also offers health and beauty oases set at the very heart of nature. **Jaz in the City** branded hotels reflect metropolitan lifestyle and draw upon the local music and cultural scene. The first Jaz hotel opened in Amsterdam in 2015. And **IntercityHotel** offers more than 40 upper mid-range urban hotels, all of which are located within easy walking distance of railway stations or airports. A further 26 hotels are currently at the development stage. This means that the Deutsche Hospitality portfolio currently encompasses a total of 130 hotels on three continents.

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