

MAXXimum comfort in Vienna

Austria's first MAXX by Steigenberger opens in Vienna

Frankfurt am Main, 1 February 2019

MAXX by Steigenberger launches on the Austrian market on 1 February 2019. The first MAXX by Steigenberger in the country is located on Margaretengürtel in Vienna's fifth district within easy walking distance of the shopping facilities of Mariahilferstraße. Vienna will thus become the first city in which Deutsche Hospitality has a four-brand presence. The Steigenberger Hotel Herrenhof and the IntercityHotel Wien already boast prime positions and are set to be joined by Jaz in the City Vienna in the early summer of 2020.

"Establishing one of the first MAXX Hotels in Vienna was something that was very close to our hearts from the very outset," said Deutsche Hospitality's CEO Thomas Willms. "Vienna is one of Europe's top locations when it comes to quality of life, internationality and tourism. All of this is reflected in the young and design-conscious appearance of MAXX by Steigenberger, which is a very good match for the city."

The hotel dates back to 2013. Originally opened in the Margareten district by the Falkensteiner Hotel Group, it was operated under the Falkensteiner Hotels & Residences brand until the company decided to divest itself of the property as part of plans to focus more closely on leisure and pursue new expansion projects in Italy.

The new MAXX by Steigenberger Hotel is run by the Feuring Group. Matthias Lowin, Managing Director of Feuring Hotelconsulting GmbH, very much welcomes this commitment to Vienna and is delighted to be resuming cooperation with Deutsche Hospitality. "We are very pleased that we have been able to implement a further successful project in the form of the new MAXX by Steigenberger Vienna as part of our long standing collaboration with Steigenberger. We are excited about what the future holds for both companies and are sure that we will continue to work together in a spirit of partnership. Vienna is an extremely interesting location for us, and we believe that there is considerable potential here for such a great product as MAXX by Steigenberger."



The MAXX by Steigenberger Vienna is located at Margaretengürtel 142 in the city's fifth district within the direct vicinity of Margaretengürtel underground station and the Raimund Theatre. The hotel offers 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 MAXX Vienna makes it easy to enjoy taking exercise. The spa on the seventh floor opens out onto a roof terrace that provides fabulous views out over the whole of Vienna. The building is the work of the British architect David Chipperfield. Fixtures and fittings are by the South Tyrol-based architect and designer Matteo Thun, who is also responsible for the entire interior. Deutsche Hospitality will operate the hotel under an international management agreement.

MAXX by Steigenberger was launched under the umbrella of the Deutsche Hospitality brand family in the early summer of 2018. MAXX is positioned alongside the IntercityHotel and Jaz in the City brands, whilst Steigenberger Hotels and Resorts occupy the luxury segment. In January 2019, Deutsche Hospitality also acquired the economy brand Zleep. Although MAXX by Steigenberger meets all the usual quality standards including the famous Steigenberger breakfast and offers an outstanding level of service, it is also flexible regarding aspects such as the architecture of the building in which it is housed. This adaptable approach affords plenty of scope for growth. The very first MAXX by Steigenberger opened in Bad Honnef in Germany in November 2018.

Feuring – Visionary Hotel Development was formed in Mainz in 1959. The company has successfully managed the development of more than 400 first class and luxury hotels both at home and abroad, either acting for its own account or on behalf of investors and hotel companies. Alongside this core development activity, Feuring also operates as a development agent that supports clients across every phase of hotel projects from the original idea to the operational stage. It also provides guidance on design concepts and operator selection and prepares feasibility studies and utilisation concepts. In its capacity as a hotel operator and asset and investment manager, Feuring creates a link between institutional investors and international hotel chains which run hotels via a management agreement. The asset management portfolio currently comprises eleven hotel companies.

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