



WILTCHER'S
BRUSSELS

A STEIGENBERGER ICON

**A return to the Icon:
Norman Mark becomes General Manager at Steigenberger Icon
Wiltcher's, Brussels**

Brussels, 16. January 2022

We wish a warm welcome to Norman Mark! Deutsche Hospitality is proud to welcome Norman Mark back in their hotelier's family as General Manager of the legendary Steigenberger Icon Wiltcher's in Brussels, one of the most outstanding hotels on the European continent. The general manager, who was in his previous position in charge of the 5-star superior hotel "Hommage Luxury Hotels Collection" in Baden Baden, is a well-known colleague at Steigenberger. Steigenberger Hotels in Berlin, Bayreuth and Potsdam were important past assignments for Norman Mark. From 2015 to 2016 he was even the Interims General Manager at the Steigenberger Icon Wiltcher's.

Josef Dolp, Chief Operations and Experience Officer of Deutsche Hospitality: "We are pleased to welcome Norman back as the General Manager of Steigenberger Icon Wiltcher's. Norman is an outstanding hotel manager and leader. I am sure he will be able to continue the success story of this flagship property."

Norman Mark: "The Steigenberger Icon Wiltcher's is an outstanding hotel in terms of its team, service and history. With its exposed location and elegant interior, the Steigenberger Icon Wiltcher's, Brussels is a true hotel Icon. I am very much looking forward working with my new team at the Wiltcher's." Norman Mark gained solid experiences within the five-star segment during his career. Starting as Chef de Rang at Zurich's Hotel Baur au Lac then his path led him to the Sheraton Hotels in Frankfurt as Assistant Food & Beverage Manager, by 2010 to the Hotel Concord Berlin as Director of Food & Beverage, by 2012 he joined Steigenberger where he worked for the brand in leading management positions in Berlin, Brussels, Bayreuth



and Potsdam. Norman held the general manager position at the Schlosshotel Berlin and most recently at the Maison Messmer Baden-Baden.

Based directly on the prestigious Avenue Louise, the Steigenberger Icon Wiltcher's, Brussels stands out for its comfortable stays with a total of 267 stylish hotel rooms and suites located in the heart of Brussels. Five bars and restaurants offer for our guests a great variety of delicious food and beverage choices. A highlight will always be the Michelin restaurant "La Canne en Ville" with French star cuisine paired with international choices. The Steigenberger Icon Wiltcher's, Brussels combines the historic uniqueness of Brussels with modern concept of a special travel experience. Deutsche Hospitality offers a variety of career opportunities across three continents and within a brand family of five operating brands – from Steigenberger Icons, IntercityHotel to Zleep Hotels. Career opportunities also include the Steigenberger Akademie, Deutsche Hospitality's very own and prestigious academy for the next generation of hospitality leaders.

Current press information is available in our press portal.

About Deutsche Hospitality

Vision, passion and cosmopolitanism. Deutsche Hospitality delivers the perfect guest experience. Tradition and an eye for the future come together in an inimitable portfolio of eight brands operating across more than 160 hotels globally. "Celebrating luxurious simplicity.": Steigenberger Icons are extraordinary luxury hotels which combine historical uniqueness and modern concepts. The Steigenberger Porsche Design Hotels brand is generating innovative impetuses in the Luxury Lifestyle Segment. Steigenberger Hotels & Resorts represent the epitome of upscale hospitality on three continents. Jaz in the City's Lifestyle Hotels dictate the rhythm in the Upscale Sector. House of Beats unites a passion for the hotel business with the fascination of lifestyle, fashion and music. IntercityHotel is located at the very hub of any destination and offers a true home of comfort and mobility in the Midscale Segment. MAXX by Deutsche Hospitality is a charismatic conversion brand which is also positioned in the midscale area of the market. Zleep Hotels provide a smart marriage of design and functionality in the Economy Segment. All of these brands are unified under H-Rewards, Deutsche Hospitality's loyalty program which yields benefits from the first booking onwards.

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