

## **Two H World International hotels in Stuttgart now under joint management**

Stefan Schär takes the helm at Steigenberger Graf Zeppelin and Jaz in the City Stuttgart

**Frankfurt am Main/Stuttgart, 15 July 2025** – Two renowned hotels, one experienced director: Stefan Schär, long-time General Manager of the lifestyle hotel Jaz in the City Stuttgart, is now also taking on the management of the prestigious Steigenberger Graf Zeppelin. In his new role as Complex General Manager Stuttgart, the Swiss native will now oversee both properties operated by H World International in the capital of Baden-Württemberg.

"With Stefan Schär, we have a host with excellent brand understanding and strong operational expertise, who will authentically connect both hotel worlds. The joint management of both properties will enhance internal collaboration in departments such as Reservations and Groups & Events Sales and strengthen our market position locally. We wish Stefan great success in his new role," says Oliver Schäfer, Cluster General Manager South at H World International.

"It is both an honor and an exciting challenge to take on the role of host, coach and marketer for two very different hotels. The outfit alone changes several times a day – at Steigenberger Graf Zeppelin, you'll find me in a suit and shirt; at Jaz in the City, it's more likely jeans and sneakers," says Stefan Schär, Complex General Manager Stuttgart at H World International.

### **New impulses for Steigenberger Graf Zeppelin**

In addition to new leadership, the Steigenberger Graf Zeppelin is also turning a new culinary page: in July, the restaurant Zeppelino's will become La Brasserie Restaurant & Bar. Offering authentic French cuisine, a modernized atmosphere and a new lighting and sound concept, the restaurant aims to be a draw for both hotel guests and Stuttgart locals alike.

Further information and booking Steigenberger Graf Zeppelin:

[Steigenberger Graf Zeppelin | H Rewards](#)

Further information and booking Jaz in the City Stuttgart:

[Jaz in the City Stuttgart | H Rewards](#)

## Press release



Stefan Schär, Complex General Manager Stuttgart,  
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La Brasserie Restaurant & Bar © Steigenberger  
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Terrace of La Brasserie Restaurant & Bar  
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### About H World International

H World International combines the strengths of seasoned brands with international hotel expertise. The company is represented in Europe, the Middle East, India and Africa, as well as in the Asia-Pacific region, and is advancing expansion with a balanced blend of lease, management, and franchise hotels. Eight unique brands are united under the umbrella of H Rewards – the consumer-focused and simple booking platform and unique loyalty program with more than 277 million members worldwide. H World International is part of H World, one of the world's largest and fastest growing hotel groups. Further information is available at [int.hworld.com](https://int.hworld.com).

## Press release

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