

**A modern legacy:
Steigenberger Icon Europäischer Hof Baden-Baden
opens on 14 August 2025**

Frankfurt am Main/Baden-Baden, 4 August 2025 – The Steigenberger Icon Europäischer Hof Baden-Baden will reopen its doors on 14 August 2025, marking a triumphant return to the heart of Europe's finest hospitality following a complete renovation. The timing is significant: Steigenberger celebrates its 95th anniversary this year – a journey that began with the original opening of the Europäischer Hof.

"With the reopening of the Europäischer Hof Baden-Baden, we open a new chapter and return to our roots at the same time. It fills us with pride to manage our founding hotel on behalf of Feuring Hotelconsulting – and thus not only to continue a piece of our own history but also to shape tourism and social life in Baden-Baden once again. The Europäischer Hof joins the exclusive collection of Steigenberger Icons – outstanding hotels characterized by their special history and unique character. A lighthouse project in every respect. We wish General Manager Holger Flory and his team a successful start," says Dr. Stephan Hungeling, Chief Executive Officer and Managing Director of Steigenberger Hotels GmbH.

Historic elegance meets modern sophistication

The Steigenberger Icon Europäischer Hof Baden-Baden offers 126 individually designed rooms and suites, including seven spacious long-stay apartments. The development of the hotel was in the hands of Feuring Hotelconsulting, who have been shaping the market for exclusive hotel properties for over 65 years, setting trends worldwide.

"The Europäischer Hof Baden-Baden is a true jewel of the European hotel industry. It is a great honor for us to redefine this unique piece of hotel history and lead it into the next era. Together with our partners, we have succeeded in realizing this vision – we have created something unique and given the legendary Europäischer Hof new radiance. It stands as a new flagship for us as a hotel developer and operator and sets new standards for exclusive, contemporary luxury," says Constantin Schmitz, member of the Executive Board and responsible for Transaction & Development at Feuring Hotelconsulting GmbH.

The renovation has artfully preserved the historic character of the building while introducing refined modern elements. The interior design by DK Studio and Bachhuber Contract pairs custom-made furnishings and high-quality materials with a palette inspired by Baden-Baden's



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natural surroundings. The result is an atmosphere of understated elegance that bridges classic charm with contemporary sophistication.

Space for exclusive experiences

Under the direction of Executive Chef Marcel S. Traber, the hotel offers three distinguished culinary venues: The *Café de l'Europe* restaurant is open all day, offering refined urban cuisine and a curated selection of fine wines in an elegant setting with a welcoming terrace. The *Auerhuhn Lounge Bar* combines stylish interiors with a chic speakeasy ambience, while the *Luiza Rooftop Terrace & Bar* impresses with its Mediterranean flair and panoramic views over Baden-Baden – a new attraction for guests and locals alike.

Partly located in the historic vaulted cellar of the building which once housed the vault rooms of a bank, *The Vault Spa & Suites* is a 1,300 sqm sanctuary inspired by Baden-Baden's Roman bath heritage. The space features saunas, a steam room, an indoor pool, fitness facilities, private spa suites and tailored treatments on two levels.

With five multifunctional conference rooms, the Europäischer Hof Baden-Baden offers the ideal setting for events of all kinds, whether for C-suite meetings, private dinners or product presentations. The event rooms are equipped with state-of-the-art conference technology – from large screens and integrated audio and video systems to translation equipment and interactive touchscreens. The event rooms vary in size and capacity and can be individually adapted.

The building ensemble also offers around 700 sqm of retail space. A special highlight is the new Porsche Studio, the first of its kind in Germany. Here, aficionados can experience the Porsche brand world and configure their dream vehicle.

Baden-Baden's new flagship destination in the luxury lifestyle segment

Baden-Baden is one of the leading destinations for national and international cultural and wellness tourism as well as sophisticated business travel. The heart of the city has always beaten at the Europäischer Hof – where personalities from society, culture, politics and business as well as guests from around the world meet. The hotel's exclusive location directly on the Kurgarten, opposite the renowned Kurhaus and casino, underlines its positioning in the luxury lifestyle segment.

Further information and booking: www.hrewards.com



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Exterior Steigenberger Icon Europäischer Hof
Baden-Baden © Steigenberger Hotels GmbH



Café de l'Europe, Steigenberger Icon
Europäischer Hof Baden-Baden
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Luiza Rooftop Terrace & Bar, Steigenberger
Icon Europäischer Hof Baden-Baden
© Steigenberger Hotels GmbH



Auerhuhn Lounge Bar, Steigenberger Icon
Europäischer Hof Baden-Baden
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Junior Suite, Steigenberger Icon Europäischer Hof Baden-Baden © Steigenberger Hotels GmbH

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. **Steigenberger Icons** like Europäischer Hof Baden-Baden are extraordinary hotels that combine unique historical value with modern concepts. 95 years ago, the Europäischer Hof was the founding hotel of the Steigenberger brand, laying the foundation for the company that today operates under the umbrella brand H World International. 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.

About Feuring Hotelconsulting GmbH

For 65 years, FEURING - Visionary Hotel Development has stood for market-driven and successful first-class and luxury hotels, of which over 450 have been advised and developed in Germany and abroad in its own name or on behalf of hotel operators and institutional and private investors. The high quality standard is both a guiding principle and a benchmark.

Feuring's full-service portfolio ranges from location and market analysis to turnkey project development, including construction supervision and interior design, property valuation and placement, through to operational management and consulting. The company is owner-managed and has its headquarters in Mainz am Rhein. Further information is available at feuring.com.

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