

95 Years of Steigenberger: Hotels for Legends

Frankfurt am Main, 25 November 2025 – For 95 years, Steigenberger has been where world events and the art of living meet. The anniversary has been celebrated throughout the year, culminating in the grand reopening of the Steigenberger Icon Europäischer Hof Baden-Baden, the brand's founding hotel – a glamorous gala attended by notable guests such as Damian Hurley, Frauke Ludowig and Max Giesinger.

History meets the present

Today, Steigenberger operates around 70 hotels across Europe, Africa and Asia – and the legacy lives on. Recently, a prominent neighbor opened directly across from the Steigenberger Pyramids Hotel in Cairo: the Grand Egyptian Museum. From the hotel, guests enjoy a unique view of the new museum and the Pyramids of Giza. Likewise, the Steigenberger Icon Wiltcher's on Avenue Louise in Brussels and the Steigenberger Hotel Herrenhof in the heart of Vienna's 1st district impress with their prime locations – perfect for city travelers.

Diplomacy with a view

Steigenberger Hotels have always stood for outstanding hospitality and social encounters. Few hotels embody this as impressively as the Steigenberger Icon Grandhotel & Spa on the Petersberg near Bonn. Historic summits once took place in the former guesthouse of the German government; dignitaries such as former U.S. President Bill Clinton, Nelson Mandela and the Dalai Lama visited in quick succession. Today, the restaurant "Bill's" and "Nelson's Bar" pay tribute to these famous guests.

A stage for inspiration

The Europäischer Hof Baden-Baden was the first Steigenberger Hotel. Already a legend in its own right, the hotel has always been a meeting place for legends of their time – Empress Elisabeth of Austria stayed here, film icons like Hildegard Knef visited, and beauty pageants took place.

The Frankfurter Hof is also the "first house on the square," particularly during the Frankfurt Book Fair, when the "Autorenbar" buzzes with the energy of the literary world. Formats like the

Steigenberger Book Salon, featuring prominent guests from gastronomy and culture, continue this tradition today.

Glamour and society

During his time as a U.S. soldier in Germany, Elvis Presley visited what is now the Steigenberger Hotel Bad Homburg. A plaque at the hotel entrance commemorates the “King of Rock ‘n’ Roll,” and fans can stay in style in the Elvis Suite.

Famous personalities have also stayed at the Steigenberger Icon Parkhotel Düsseldorf. The cocktail “Étoile,” once served to celebrated figures such as jazz legend Louis Armstrong and fashion icon Christian Dior, is now part of the “Founder’s Cocktail Selection” available at selected Steigenberger Hotels.

Anniversary beer for connoisseurs

The anniversary year concludes with the launch of the anniversary beer “Steigenberger 1930,” available as a limited edition in participating hotels. This finely balanced pale lager combines masterful brewing with tradition – a stylish tribute to 95 years of exceptional hospitality.

Further information: www.hrewards.com



View of the Grand Egyptian Museum,
Steigenberger Pyramids Cairo
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Anniversary beer „Steigenberger 1930“
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Hildegard Knef at the Steigenberger Icon
Europäischer Hof Baden-Baden © Steigenberger
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Elvis Presley visiting Steigenberger Hotel Bad
Homburg © Steigenberger Hotels GmbH



Anniversary logo 95 years of Steigenberger
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Press release

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