

February 2025

The foundations for the PLAZA Hotel Group were laid in 2002 by the business couple Yonca and Ihsan Yalaz, and in 2013 the GmbH of the same name was founded with headquarters in Heilbronn.

The PLAZA Hotelgroup currently operates upscale mid-range and business hotels in the 3–4 star range at 60 locations in Germany, Austria and the Netherlands with a total of over 7,500 rooms.

The hotel chain's portfolio ranges from German hotspots such as Berlin, Hamburg, Timmendorfer Strand, Munich and Cologne to attractive small towns such as Schwerin and Friedrichshafen and European metropolises such as Amsterdam-Almere, The Hague, Salzburg and Vienna.

All hotels have one thing in common: a central location with convenient transport connections – an important plus for business travellers, but also for tourists who want to feel the pulse of a city and explore its highlights.

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Maximum comfort, top service and friendly staff are standard in our portfolio, which is aimed specifically at frequent and business travellers. The essentials for them are a central location, large comfortable beds, modern design and, of course, fast Wi-Fi at affordable prices – and we fulfil all of these requirements at each of our locations throughout Europe.

explains Yonca Yalaz, Founder, Owner & General Manager of the PLAZA Hotel Group.

Thanks to their central location and modern facilities, the hotels are also attractive to guests from the leisure and city tourism sector. In 2024, STERN magazine repeatedly recognised the PLAZA Hotel Group as the best German hotel employer.

Current development

With the opening of the PLAZA Hotel Hanau in October 2016, the PLAZA Hotelgroup set a milestone in the company's history: The hotel with 145 rooms and four suites is the first business hotel in Germany to be operated under the PLAZA Hotel name. This was followed in recent years by the launch of the PLAZA Premium, PLAZA INN and PLAZA Residence brands.

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We want to bring more of our own brands onto the market and are currently looking around at various locations throughout all over Europe.

continues Yonca Yalaz.

The express aim is to further expand the portfolio over the next five years. The focus is on new buildings and existing properties with 80 rooms or more in cities with a population of 50,000 or more.

Core expertise and know-how

The core competence of the PLAZA Hotel Group is the operation of owned and leased business hotels, both as owner and as lease or franchisee. Centralised management and administration are carried out efficiently from the headquarters in Heilbronn.

As a hotel management chain, the PLAZA Hotelgroup has special market observation and development expertise and is also known as a refurbishment specialist with turnaround expertise with turnaround expert

The competent management team from the Sales & Marketing, Revenue Management, Human Resources, Controlling, Accounting and Payroll departments is based both at the head office and geographically distributed across the locations as well as geographically distributed across the locations. The number of employees is over 1,700.

Together with the operational management teams of the existing hotels, the company company has all the necessary resources and expertise to integrate further hotels into the existing hotels into the existing organisational structure and to manage them successfully and profitably successfully and profitably.

Contact

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