

The PLAZA CLUB benefits program of PLAZA Hotelgroup GmbH, Lise-Meitner-Straße 4, 74074 Heilbronn, is aimed at registered guests (hereinafter referred to as "Members") and offers them exclusive benefits for direct bookings on [www.plazahotels.de](http://www.plazahotels.de). Participation requires successful registration and acceptance of the following terms and conditions.

## Participating Hotels

All hotels operated at the time of the respective stay under the brands PLAZA Premium, PLAZA, PLAZA INN or PLAZA Residence by PLAZA Hotelgroup GmbH and its affiliated companies participate in the PLAZA CLUB benefits program.

*Excluded from this are the hotels:*

PLAZA INN Blankenburg Ditzingen, Gerlinger Straße 27, in 71254 Ditzingen, Germany

PLAZA INN Wiener Neustadt, Erwin-Schrödinger-Straße 9-11, in 2700 Wiener Neustadt, Austria

*They do not participate in the PLAZA CLUB benefits programme:*

## Membership

### 1.1 Eligibility

Participation is limited exclusively to natural persons who are of legal age and have full legal capacity under the laws of their country of residence. Otherwise, no valid membership can be established.

### 1.2 Registration

Registration for the PLAZA CLUB benefits program is possible via the website, the PLAZA App, during a booking at the member rate, or directly through the hotel (telephone/email). All mandatory information must be provided correctly and completely. Each person may hold only one membership account. Only one unique email address is permitted per member.

After successful registration, the member receives access to their digital club profile. Login credentials must be kept confidential. A physical club card will not be issued.

Any changes to personal data must be updated independently by the member in their digital club profile.

### 1.3 Costs

Registration requires consent to receive information, offers, and personalized promotional communications from PLAZA Hotelgroup GmbH (PLAZA CLUB newsletter). No additional costs arise from registration or participation in the PLAZA CLUB benefits program.

### 1.4 Communication & Advertising

By registering for the PLAZA CLUB benefits program, the member agrees to receive information, offers, and personalized promotional communications from PLAZA Hotelgroup GmbH via the electronic channels stored in the digital club profile (PLAZA CLUB newsletter).

This consent can be revoked at any time with effect for the future via the unsubscribe function within the PLAZA CLUB newsletter or in the member's digital club profile, without affecting membership in the PLAZA CLUB benefits program.

### 1.5 Club Profile

The club profile is available exclusively in digital form. It enables, among other things, the management of personal data, access to bookings, status, points, as well as all payment and invoice information.

Technical maintenance may lead to temporary restrictions in the usability of the digital club profile.

## Benefits & Booking Conditions

### 1.6 Status Levels

#### Gold (from registration):

- the standard PLAZA direct booking rate (PLAZA best price)

- 10 points per €1 revenue
- Additional welcome water
- Fast booking & last room availability on [www.plazahotels.de](http://www.plazahotels.de)
- Limited-time additional benefits communicated via the PLAZA CLUB newsletter

#### Platinum (from €4,000 annual revenue):

- All Gold benefits
- 20 points per €1 revenue
- Early check-in & late check-out (subject to availability)
- Complimentary room upgrade (subject to availability)

#### Zenturio (from €10,000 annual revenue):

- All benefits of Gold and Platinum
- 30 points per €1 revenue
- Invitations to exclusive events

### 1.7 Booking

The member rate can be booked via [www.plazahotels.de/en](http://www.plazahotels.de/en). Group bookings are excluded from the member rate. The price advantage applies exclusively to the room rate.

The PLAZA CLUB benefits corresponding to the respective status level can also be used for bookings via other booking platforms. To use PLAZA CLUB benefits, the member must independently contact the participating hotel in text form or inform the hotel during check-in. In the case of bookings via other booking platforms, the member discount on the room rate pursuant to section 3.1 does not apply. In addition, the resulting status points are credited at only 50%.

### 1.8 Points & Cashback

Points are calculated based on total sales (including, for example, F&B services such as food and beverages). Only the main guest is eligible to collect points. Points are non-transferable. They are collected over the calendar year and do not expire.

The points collected have a real value of €0.001 per point. The points collected ("cashback") are paid out in the form of a voucher. A payout is possible from a value of €25.00. Unredeemed points remain in the member account.

The voucher can only be redeemed online at [www.plazahotels.de/en/](http://www.plazahotels.de/en/) for subsequent bookings made by the member. The [PLAZA voucher shop terms and conditions](#) apply.

### 1.9 Validity of Status Levels

The Gold status level is linked solely to membership and applies permanently, regardless of revenue.

The validity period of the Platinum and Zenturio status levels is generally 12 months and is recalculated for the following year based on the revenue achieved. An upgrade to Platinum or Zenturio status can be achieved during the year and applies for the remaining current year and the entire following year. If the required annual revenue for Platinum or Zenturio is not achieved again, a downgrade to the next lower status level occurs at the end of the following year.

## Term & Termination

Membership begins upon registration and runs for an indefinite period.

Members may terminate their membership at any time and delete their digital club profile.

PLAZA Hotelgroup GmbH reserves the right to terminate membership without notice for good cause. This results in immediate termination of membership. Good cause exists in particular in the event of a breach of these [terms and conditions](#) or the general terms and conditions applicable to the participating hotels, the provision of incorrect or incomplete information, or any inappropriate or criminal behavior. This includes, in particular, harassing, malicious, or insulting behavior toward employees of participating hotels or other guests. In such cases, PLAZA Hotelgroup GmbH expressly reserves the right to assert further rights and initiate

further measures.

Furthermore, PLAZA Hotelgroup GmbH may discontinue the PLAZA CLUB benefits program with a notice period of at least two months, thereby also terminating membership. Members will be informed accordingly in text form and within the notice period.

Upon termination of membership – for whatever reason – a final settlement of the collected points will be made as of the effective date, including payout of the collected cashback in accordance with section 3.3 above

## Amendments to the Terms and Conditions

PLAZA Hotelgroup GmbH may amend these terms and conditions as well as the benefits of the individual status levels at any time. The interests of members will be duly considered.

Members will be informed of changes to the terms and conditions at least two months prior to their entry into force in text form. Members may object to the changes within this period. If participation continues without timely objection, the changes shall be deemed accepted by the member. In the event of a timely objection, membership ends at the time the change takes effect.

## Acceptance of the Terms and Conditions and General Terms and Conditions of Participating Hotels

By registering for the PLAZA CLUB benefits program, the member accepts both these terms and conditions and the general terms and conditions of the participating hotels.

## Data Protection

The processing and use of personal data are carried out in accordance with the [privacy policy](#). By registering for the PLAZA CLUB benefits program, the member consents to this.

## Liability

The liability of PLAZA Hotelgroup GmbH is limited to intent and gross negligence, except in cases of injury to life, body, or health and in legally mandatory cases.

## Applicable Law

German law shall apply. Place of jurisdiction and place of performance is Heilbronn.

## Further Information

Supplementary and current information on the PLAZA CLUB benefits program is available online on the [PLAZA CLUB page](#).

*The German version of our Terms & Conditions takes precedence over the English version. In case of doubt, the German version shall be taken as reference.*