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New Best Western Plus Hotel in Darmstadt

The former Maritim Rhein-Main Hotel in Darmstadt will be operated by the Plaza Hotelgroup and opened now as Best Western Plus Plaza Hotel Darmstadt after an extensive modernization. The four-star hotel with 248 rooms is the second hotel of Best Western Hotels & Resorts in Darmstadt.

Darmstadt, November 8th, 2017. A second Best Western Hotel opened in Darmstadt: The former Maritim Rhein-Main Hotel with 244 rooms and four suites reopened in October as Best Western Plus Plaza Hotel Darmstadt after an extensive renovation work. The large conference hotel is operated by the Plaza Hotelgroup, based in Heilbronn, which already runs more than 20 Best Western Hotels in Europe. „We are pleased to be able to operate another hotel with Best Western brand. Darmstadt has long been a desired location for us and we are happy to be able to successfully reposition such an outstanding hotel with large conference capacities on the market," said Yonca Yalaz, CEO of Plaza Hotelgroup.

The Best Western Plus Plaza Hotel Darmstadt with its impressive 6,500 squaremeter mirror exterior facade is a landmark of the city. In the first step, all rooms and bathrooms have been renovated. The hotel offers three large conference rooms for 300 people each and eight other event and meeting rooms, which are also being renovated. In addition, the property offers a restaurant, a fitness centre and wellness area as well as a parking garage. In Darmstadt it is the second hotel of the brand. Since 1982 the hotel owner family Koch successfully manage the three-star Best Western Hotel Darmstadt with 77 rooms. "We are pleased about the expansion of our brand with such a beautiful conference hotel in Darmstadt. It perfectly complements the existing house. The Plaza Hotelgroup of the Yalaz family is a reliable and important partner of our brand and belongs to our largest hotel operators", explains Marcus Smola, CEO of Best Western Hotels Central Europe GmbH based in Eschborn. In Germany alone, the Plaza Hotelgroup currently operates 13 hotels with Best Western brands, in addition to Darmstadt at the destinations Filderstadt, Ditzingen, Heilbronn, Braunschweig, Berlin, Hamburg-Ohlsdorf, Zwickau, Passau, Bielefeld, Ruesselsheim, Raunheim and shortly also in Bottrop.

"We do have an extraordinarily successful cooperation with Best Western, have expanded strongly together with the brand in the recent years and have been able to position our hotels very well in the markets," explains Yonca Yalaz. "As a medium-sized entrepreneur, we have successfully set up our family business and developed it into a relatively large hotel group. With Best Western, we have found the right brand partner for us, with whom we are looking forward to further growth in the future," says Yalaz.

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The following press picture is available for download:

Caption: After extensive modernization the Best Western Plus Plaza Hotel opened in Darmstadt.

About Best Western Hotels & Resorts:

Best Western Hotels & Resorts headquartered in Phoenix, Ariz., is a privately held hotel brand with a global network of approximately 4,000 hotels in more than 90 countries worldwide. Best Western Hotels Central Europe (BWHCE) headquartered in Eschborn / Germany is in charge of approximately 230 hotels in ten countries: Austria, Croatia, Czech Republic, Germany, Hungary, Liechtenstein, Luxemburg, Slovakia, Slovenia and Switzerland. In addition to its German headquarter in Eschborn there is a regional office in Vienna, Austria. All city and resort hotels of Best Western guarantee uniform and consistent quality standards worldwide and still keep their individual styles and their entrepreneurial independence. As a membership association all Best Western hotels are independently owned and operated. Best Western offers seven hotel brands to suit the needs of developers and guests in every market: BEST WESTERN®, BEST WESTERN PLUS®, BEST WESTERN PREMIER®, EXECUTIVE RESIDENCY®, VÄ«b®, BW Premier Collection® and GL .

As a service partner Best Western pursues to increase the profitability, success and competitiveness of their member hotels. Best Western Hotels maintain their independence while locking in all the advantages of the world's largest lodging affiliation. Member hotels benefit from a powerful global brand with full-service support and comprehensive marketing and sales activities for all relevant market segments and target groups. All hotels are optimally presented and bookable through all worldwide reservations and online booking channels. More than 32 million travelers are members of the brand's award-winning loyalty program Best Western Rewards®, one of the few programs in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide. More information: www.bestwestern.de and www.bestwestern.com

About Plaza Hotelgroup:

The foundation for the Plaza Hotelgroup was laid in 2002 by Yonca and Ihsan Yalaz, in 2013 the company of the same name was founded in Heilbronn. The Plaza Hotelgroup currently operates three- and four-star business hotels at 33 locations in Germany, Austria, the Czech Republic and the Netherlands with a total of over 4,000 rooms. Most of the hotels are affiliated with the hotel brand Best Western. The stated goal is to expand the portfolio to 50 hotels in the next five years. Further information is available at www.plazahotels.de

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