

Heiko Buchta

After completing his business studies at the University of Saarland in Saarbrücken, the Wolfratshausen native entered the hotel business as a sales representative and account manager at the Sheraton Hotel Munich. He then made his way to London, where he worked as Account Manager Meetings & Incentives at ITT Sheraton Hotel UK. Back in Germany, Heiko Buchta then became Sales & Marketing Director at The Westin Bellevue Hotel in Dresden and already in 2000 he established himself as a sales representative of the "Starwood Hotels" in southern Germany, at that time he headed the sales of nine hotels and 2,100 Rooms. Heiko Buchta's networker skills and strategic thinking led to him becoming the managing director of the two "Four Points Houses" in Munich in 2005. In the next step, the graduate businessman and industry expert took up the post of General Manager of the Sheraton Hotel München Westpark in 2006. In 2009, Heiko Buchta moved from the Isar to the Main to represent the flagship hotel of the Arabella Hospitality Group, the "The Westin Grand Frankfurt", as general manager. Heiko Buchta has been working as a director at the four-star Superior Platzl Hotel in Munich since 2013 and has been responsible for both hotels since the opening of the sister hotel Marias Platzl in the Au in September 2018.

Contact data

Heiko Buchta
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Event

[Re-Building Hotel Brands: Best Case Presentations And Panel](#)

Thursday, March 5, 2020, 16.00 - 17.00

Hall 7.1b, eTravel Lab

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