



TOP MARKETING PLAN 2013

Marketing, Fair, Sales, Brochures,
Electronic distribution, Promotions,
Press information, Trainings



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS



ACTIVITIES 2013

TOP ACTIVITIES FOR YOUR SUCCESS

This new marketing plan combines the activities from TOP INTERNATIONAL Hotels, TOP City&CountryLine (TOP CCL) which represents the TOP exclusive line (exclusive activities marked in Green) our marketing alliance partner Falkensteiner Hotels & Residences (marked in Blue) and VCH-Hotels Deutschland (marked in Orange). Starting on the 01st January 2013 until 31st December 2013 the activity plan includes a lot of activities which will be organized for the first time (marked in Red).

HOW DOES THE HOTEL WORK WITH THE ACTIVITY PLAN

The structure of TOP INTERNATIONAL Hotels asks for certain flexibility, therefore, changes in the time schedule might occur. In order to make the use of the marketing plan more efficiently, we suggest to concentrate on the following points:

- Addresses- or contact reports will not be given out without any proof of its purposes.
- Sales activities are to be found on the homepage www.topinternational.com or www.topccl-hotels.com under press room.
- Short summaries for various trade fairs will be given at www.topinternational.com or on www.topccl-hotels.com under press room. Certain fairs have a co exhibitor contribution fee. Key travel trade fairs as ITB and WTM are meant to be meeting points for hoteliers and clients. All partners are most welcome to join in and take full advantage of our corporate stand.

This activity plan and permanent communication with the TOP/TOP CCL Head Office combined with attendance to TOP trainings will ensure to get the most out of the partnership with TOP INTERNATIONAL Hotels & Corporate Partners. The training dates are set depending on urgency, new hotel staff and/or individual requests by hotels. We urge every partner to at least participate once a year in a training. Next to explanations on the fast moving development in electronic distribution the training will assist the hotel staff in understanding the meaning of successful handling of the TOPREZ system.



NEW IN 2013

SUPPORTING WEBSITE BOOKINGS (IBE PARTNERSHIPS)




In 2012 the new IBE (Internet Booking Engine) has been implemented. In the 1st quarter of 2013 the TOP IBE will undergo the next enhancement upgrade to open new channels and distribution models. In the past months of 2012 TOP had the chance to improve knowledge on technical tasks for 3rd party vendors to push bookings to the TOP IBE. Trivago was the first meta search engine based on CPC, whereas other providers like Kayak, AffiliRED are working on realized turnover commission. Those and others will be considered and evaluated for the upcoming year.

RESTRUCTURING OF IPHONE APP AND MOBILE APPROACH

Changing trends in the newest surveys on the usage of mobile applications (iPhone APP, Android, Blackberry, mobile website), will be guidelines for the relaunch of the TOP mobile applications. Using of online booking possibilities on a mobile device is a ment to be a "nice-to-have", far more important and getting more and more common is the direct telephone connection through a mobile application to a hotel or central reservation office. TOP will be following this evolution, even though it seems to be a step back to telephone reservations, this is a trend highly important to restructure and rethink mobile usage patterns.






MICE EVENTS, FAIRS AND CONFERENCEFINDER.COM

After the bankruptcy of the national STB (Seminar and conference organizers trade fair) in the beginning of 2012 and the poor feedback from an alternative trade fair in MICE business in fall of 2012, TOP has decided not to be exhibiting any follow up fairs for this segment in 2013. Two major organizers are competing in 2013 against each other offering similar events, with no new ideas or concepts. TOP will be attending those events as a visitor in order to see, which decisions shall be taken for 2014. Higher sales efforts will be put on the launch of the conferencefinder.com in January 2013.







CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2013 fairs		
04. Jan – 06. Jan 13	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
04. Jan – 06. Jan 13	ReiseMarkt	Chemnitz	Local end user fair		
10. Jan – 13. Jan 13	Ferien Messe Wien	Wien	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
09. Jan – 13. Jan 13	Vakantiebeurs	Utrecht	Dutch end user fair		
	Implementation of new Corporate website		New look and feel on corporate website		
17. Jan – 14. Jan 13	KFC	Leipzig	Czech local end user fair		X
11. Jan – 13. Jan 13	Reise & Freizeit	Zwickau	Local end user fair		
12. Jan – 20. Jan 13	C.M.T.	Stuttgart	Local end user fair		
	 Distribution TOP CCL Guide 2013				
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
25. Jan – 27. Jan 13	Dresdner ReiseMarkt	Dresden	Local end user fair		
31. Jan – 03. Feb 13	Fespo	Zurich	Local end user fair Switzerland		
	 Sales Meeting	Düsseldorf	combining the Sales forces of TOP, Falkensteiner and VCH		
	DB Employee portal - Newsletter		Promoting Facebook to DB Employees		
	Yearly company turnover request		Mark this date for the most important figures for Sales action		
	LANYON RFP		unsolicited bids testing phase with new Lanyon feature. Selected destinations only		

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JANUARY					
	DB employee portal		Participation request for the travel portal of the German Railway (Deutsche Bahn) employees		
	Hotel presentation WF		Final upgrade for individual Wellnessfinder hotel presentations to the new look&feel on wellnessfinder.com		
FEBRUARY					
	-Ready to book-consortia mailing		Official announcement to all consortia connected travel agencies that TOP / TOP CCL Hotels are live and bookable on the electronic systems		
31. Jan – 04. Feb 13	Vakantiesalon	Brussels	Belgian local end user fair		
22. Feb – 24. Feb 13	Ferienmesse	Basel	Local end user fair Switzerland		
03. Feb – 05. Feb 13	KCF	Leipzig	Local end user fair		
	■ Participation request for sponsoring winning games		Preparation of co operation with selected magazines, newspapers, etc for sponsored draws. Sponsoring of free stays voucher of a certain value is mandatory for participation		
06. Feb – 10. Feb 13	Reisen	Hamburg	Local end user fair		
	Monthly pressinformation		Corporate or individual press information distributed to travel media	X	
	TOP goes mobile		Restructuring of TOPs mobile applications (iPhone APP, Android, Blackberry, mobile website)		
	TOP IBE		TOPREZ Internet booking engine upgrade to TOPREZweb 2.0 with new functionalities		
	MENA Development		Round trip MENA states for hotel development and acquisition		
	Launch of conferencefinder.com		TOP is offering an online portal for conference bookings		

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FEBRUARY					
08. Feb – 10. Feb 13	 Fiets en Wandelbeurs	Amsterdam	Dutch local end user fair		X
14. Feb – 17. Feb 13	BIT fair	Milan	Travel trade professional and end user fair in Italy		
19. Feb – 20. Feb 13	MICE Business Travel Market	Munich	Conference-/seminar organizers fair	X	
22. Feb – 24. Feb 13	 Baseler Ferienmesse	Basel	Local end user fair		X
22. Feb – 24. Feb 13	Ferie for Alle	Jüttdland	Danish local end user fair		
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
	 DB Employee portal		Teaser Landingpage Winning game for DB Employees		
	SKY TV Valentines day		Special Valentines day TV promotion together with SKY TV for Wellnessfinder.com hotels		
	IBE partnerships		Google hotelfinder; final decision to be taken on CPC, overriding commission and percentage heights		
	ITB development		aggressive development acquisition action for attending hoteliers and hotel owners to the ITB 2014		
27. Feb – 03. Mar 13	 Freizeit Messe	Nuremberg	Local end user fair		X
MARCH					
	Conference market		direct mail action to approx. 600 conference and seminar organizers for conferencefinder.com		
06. Mar – 10. Mar 13	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
	Embrace booking platform		Implementing the new booking portal for Embrace hotels		
	TOP Training		Open training course on usage of the TOPREZ NG system (Germany South)		
	IBE partnership		Partner agreement with card4you. Various loyalty programs for large banks and credit card organizations to be implemented in the upcoming months		
18. – 20. Mar 13	 Sales Drive	Berlin	Sales Drive Action VCH-Hotels		










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MARCH					
15. Mar – 17. Mar 13	Ferienmesse	Freiburg	Local end user fair		
20. Mar – 23. Mar 13	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		X
21. Mar – 24. Mar 13	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
	 Consortia 2nd round		Last chance to be included in the preferred programs		
	 DB Employee portal		Banner advertisement 25% off in all participating hotels for DB Employees		
	 Hotel of the month winning game		One month appearance of a Well- nessfinder hotel on starting page		
	Advertisement Cost&Logis		Corporate brand advertisement in travel media Cost&Logis		
	Embrace General Assembly		meeting with Embrace Hoteliers and update of handicapped Embrace room types success		
APRIL					
15. – 16. Apr 13	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
	 Sales Drive	Region NRW	Sales Drive Action VCH-Hotels		
	 DB Employee portal		Banner advertisement Summer in the city		
	courtesy sales		Contacting and personal meeting with Keyaccounts		
18. Apr – 20. Apr 13	 Caritas Congress	Berlin	Christian congress		X
	TOP IBE partnership		AfilliRed partnership scheduled with following implementation phase		
	Conference market		email follow up action to confe- rence and seminar organizers for conferencefinder.com		
	TOP Development	Dortmund	training lessons at the Tourism uni- versity for upcoming hoteliers and hotel owners		
	IBE partnership		Santander bank loyalty program with approx. 600.000 customers going LIVE		

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APRIL					
25. Apr – 27. Apr 13	GDS-Marketing	Stuttgart	Availability banner for Stuttgart properties		
	Dialog Hoch 2	Wuppertal	Meeting of CVJM		X
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	VCH General Assembly		Meeting with VCH Hoteliers and workshop		
MAY					
01. May – 05. May 13	Töpfermarkt	Rheinfelden	Local end user fair		X
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
01. May – 05. May 13	Kirchentag	Hamburg	Christian assembly		X
05. May – 07. May 13	GTM – German Travel Mart	Stuttgart	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
06. May – 09. May 13	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
	GDS-Marketing	Prague	Availability banner for Prague properties		
21. May – 23. May 13	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers	X	
	-Group tariffs 2014- rate request		Collection of -Group tariffs 2014-		
	DB Employee portal		Teaser Landingpage Summer in the city		
	Telemarketing Training	Rostock	Telemarketing seminar VCH-Hotels		
	TOP Training	Germany Middle	Open training course on usage of the TOPREZ NG		
	HEDNA meeting	Edinburgh	system meeting with chief executive of travel industry		
	FIT-Reisen round up	Frankfurt	Summary of the past activities with Germany's biggest tour operator for wellness travel		

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JUNE					
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
	Rate / Hotel Information 2014		Collection of rates for 2014		
	Preperation Company negotictions		Outlineing and selection of Key account companies		
	TOP IBE partnership		Kayak partnership with new owner PRICELINE scheduled		
	Advertisement campaign		Wellnessfinder.com 1st promotion ads and banners on end user websites		
	SKY TV Summer specials		Summer offer winning game TV promotion together with SKY TV for Wellnessfinder.com hotels		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	DB Employee portal		Newsletter Winning game for DB Employees		
	Requalification 2014		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		
10. – 11. Jun 13	Sales Drive	Hamburg	Sales Drive Action VCH-Hotels		
12. – 13. Jun 13	Sales Drive	Bremen	Sales Drive Action VCH-Hotels		
12. – 13. Jun 13	Meeting Place Germany	Hamburg	Trade fair for MICE business	X	
14. Jun – 16. Jun 13	FRMA Reha Care	Bremen	Trade fair for handicaped		X
22. Jun – 30. Jun 13	Kieler Woche	Kiel	Local end user fair		X

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JULY					
	Consortia Selection 2014		Hotel selection on various consortia participation for 2014		
02. – 03. Jul 13	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
03. – 04. Jul 13	 Sales Drive	Karlsruhe	Sales Drive Action VCH-Hotels		
09. – 10. Jul 13	 Sales Drive	Wuerzburg	Sales Drive Action VCH-Hotels		
16. – 18. Jul 13	 Sales Drive	Switzerland	Sales Drive Action VCH-Hotels		
23. Jul – 25. Jul 13	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair		X
19. Jul – 21. Jul 13	 Diga, Schloss Beuggen	Rheinfelden	Local end user fair		X
31. Jul 13	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2014		
	Dynamic packaging going live		Sell of extra amenities and dynamic packaging through TOPREZ		
	DB Employee portal		Banner advertisement Wellness at TOP/TOP CCL Hotels		
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	Company contracting		RFP season 2014 starts		
	TOP Training	Germany North	Open training course on usage of the TOPREZ NG system		
	Advertisement campaign		Wellnessfinder.com 2nd promotion ads, banners on end user websites		
	Medicalfinder.com		Setup and content building for TOPs new portal for medical treatments in hotels and clinics		
	IBE partnership		Wüstenrot bank loyalty program with approx. 300.000 customers going LIVE		
AUGUST					
	EuroBus - Group tariffs promotion		Marketing activities with coach media market leader EuroBus		
22. – 23. Aug 13	 Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		
	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
	 Advertisement Cost&Logis		Corporate brand advertisement in travel media Cost&Logis		
	IBE partnerships		Summary of half years overall conversion rates, outcome with various partners for further enhancement and selection progress.		

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SEPTEMBER					
03. – 04. Sep 13	■ Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
11. Sep – 12. Sep 13	■ Swiss Office Management	Zurich	Conference-/Seminar organizer fair	X	
24. – 26. Sep 13	Preparation -Marketing Plan 2014-		TOP/TOP CCL hotels send their input and requests for the planning 2014		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	■ Sales Drive	Hannover Dortmund Bielefeld	Sales Drive Action VCH-Hotels		
26. Sep – 27. Sep 13	Business Travel Show		Corporate buyers travel fair		
	Preparation brochure - Meetings 2014 -	Dusseldorf	Start of collecting information for the Brochure - Meetings 2014 -		
	Preparation brochure - Happy Days 2014 -		Start of collecting information for the Brochure - Happy Days 2014 -		
	■ Company contracting		RFP season 2014 and renegotiations ongoing		
	LANYON RFP		unsolicited bids with new Lanyon feature, depending on testing phase. Various destinations may apply.		
	DER City Breaks Unlimited		Participation request for the successful DER City Breaks Unlimited program 2014		
OCTOBER					
	■ Preparation brochure - TOP CCL Guide 2014 -		Start of collecting information for the Brochure - TOP CCL Guide 2014 -		
	■ Sales Drive		Personal approach in company negotiations phase		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	■ Telemarketing-Training		Telemarketing Training VCH-Hotels		
	Merchant marketing		Preparation of various marketing actions with Merchant partners		
	Preparation brochure - TOP Hotel Directory 2014 -		Start: Collecting information for the - TOP Hotel Directory 2014 -		
01. – 02. Oct 13	■ Meeting Place Germany	Wiesbaden	Trade fair for MICE business. Depending on the outcome of the 1st edition in June a decision will be taken for a visit or stand participation.	X	(X)

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
OCTOBER					
	■ Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	TOP Training	Germany East	Open training course on usage of the TOPREZ NG system		
	Embrace General Assembly		meeting with Embrace Hoteliers and planning 2014 for TOPREZ participation		
	■ Wellnesspackages update		Updating pricing and packages for Wellnessfinder.com properties		
NOVEMBER					
06. Nov – 07. Nov 13	■ Consozial	Nuremberg	Local end user fair		X
	■ Sales Requalification		Check up with accepted / rejected company selections		
04. Nov – 07. Nov 13	WTM - World Travel Market	London	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling at our stand.	X	
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
20. Nov – 24. Nov 13	■ Touristik & Caravanning	Leipzig	Local end user fair		X
tba	■ EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X
	■ Company contracting		First acceptances / rejections are going out to the hotels		
	Christmas mailing to company, consortia, conference organizers		- Thanks for the cooperation in 2013 - calendar mailing		
	TOP Development	Dortmund	training lessons at the Tourism university for upcoming hoteliers and hotel owners		
	VCH General Assembly		meeting with VCH Hoteliers and workshop		
	Kick off Meeting PEGS 2014	Birmingham	Strategy, structure, enhancements and planning 2014 with our technology provider PEGASUSolutions		

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DEZEMBER					
	■ Participation request for sponsoring winning games		Preparation of cooperation with selected magazines, newspapers, etc for sponsored draws. Sponsoring of free stays voucher of a certain value is mandatory for participation.		
	■ Santa Clause Sales Drive	Frankfurt Stuttgart Karlsruhe Berlin Hannover Hamburg Dusseldorf Nuremberg	Visiting Key Accounts with Christmas present		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	■ Sales Meeting	Dusseldorf	Sales round up of the results in 2013 and projection 2014		
	■ Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		
	Conferencefinder.com		Enhanced SEO and SEM for conferencefinder.com with new front end		
	SKY TV X-mas specials		X-mas offer winning game TV promotion together with SKY TV for Wellnessfinder.com hotels		
	IBE partnerships		Summary of years overall conversion rates and outcome with various partners for further enhancement and selection progress.		
03. – 04. Dec 13	Meeting Place Germany	Munich	Trade fair for MICE business. Depending on the outcome of the 1st edition in June a decision will be taken for a visit or stand participation.	X	(X)

iPhone App

Holen Sie sich unser kostenloses iPhone App!



DIE MARKEN



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

1982 gründete Hans R. Müller das Unternehmen TOP INTERNATIONAL Hotels in Düsseldorf. Kontinuierliches Wachstum in den folgenden Jahren führte zu einem beeindruckenden Portfolio von über 400 Hotelbetrieben. Strategische Überlegungen erforderten 2006 den Umzug in größere Räume. Der Düsseldorfer Medienhafen wurde zum neuen Standort. Auch der Name änderte sich in dieser Zeit. Ab jetzt: TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS. Ausdruck für die vereinten Marketingpartnerschaften der Hotelgruppe.



TOP
INTERNATIONAL HOTELS

Das Signum TOP vereint all die vorbildlichen Hotels, die einen besonders individuellen und freundlichen Service bieten. An ihrem Ort zählen sie zu den Besten der jeweiligen Kategorie. Sie alle werden repräsentiert und sind Marketingpartner einer der größten Hotelkooperationen in Europa: TOP INTERNATIONAL Hotels. Das Unternehmen repräsentiert Hotels in Deutschland und Europas Metropolen. Darüber hinaus ist die Gruppe Marketingpartner von Wellnessfinder, Falkensteiner, EMBRACE und VCH-Hotels.



TOP
CITY&COUNTRYLINE

TOP City&CountryLine (TOP CCL) steht für die Exklusiv-Linie von TOP INTERNATIONAL. Unter dieser Marke finden Sie „Private First Class & Luxury Hotels“ in Deutschland und im angrenzenden Europa. Häuser kompromissloser, regelmäßig überprüfter Qualität. Darüber hinaus haben wir diese Prüfergebnisse durch unsere professionelle Bewertung mit 4 bzw. 5 „C“ erweitert. Das hat sich bewährt. Jedes TOP City&CountryLine Hotel überzeugt mit Charme und Charakter. Es ist privat geführt oder in Privatbesitz.



TOP INTERNATIONAL hat Wellnessfinder.com übernommen, eine führende Internetplattform im deutschsprachigen Europa. Die hervorragende Suchmaschinenplatzierung im Begriffsfeld Wellness nutzen nahezu 125 Hotels, handverlesen und exklusiv für ergänzende Aktivitäten im Bereich von Wellness. Die Spa-Resort-Hotel Gruppe, PREMIUM SPA RESORTS, gehört seit 2011 zu den ausgewählten Kooperationspartnern des Wellnessfinder.com.



Die Falkensteiner Hotels & Residences sind eine familiengeführte Hotelgruppe aus Südtirol. Hier stehen Tradition und persönlicher Service im Zentrum. Alle Hotels beeindrucken durch einen sehr individuellen Charakter. Da jeder Urlauber eine sehr persönliche Vorstellung von seinem „Traumurlaub“ hat, haben wir das Angebot in drei Hotel Gruppen gegliedert: Familienhotels, Wellness- und City-Hotels. Alle in den besten Lagen, top ausgestattet. Großzügige Räume und attraktive Angebote inklusive.



VCH-Hotels – Verband Christlicher Hoteliers e. V. gibt es seit über 100 Jahren. Maxime aller Hotels dieser Gruppe ist das Leben nach christlichen Werten mit dem Anspruch der besonderen Gastfreundschaft. Dies findet sich wieder in dem VCH-Leitmotiv: „Unterwegs und doch zu Hause“. Sowohl die 3- und 4-Sterne Häuser als auch die Klöster mit Kultur-, Tagungs- und Urlaubs-Angeboten sollen sich einem breiten Gästespektrum öffnen. Dafür steht die Partnerschaft TOP INTERNATIONAL und VCH-Hotels.



RESERVATION SYSTEM

TOPREZ

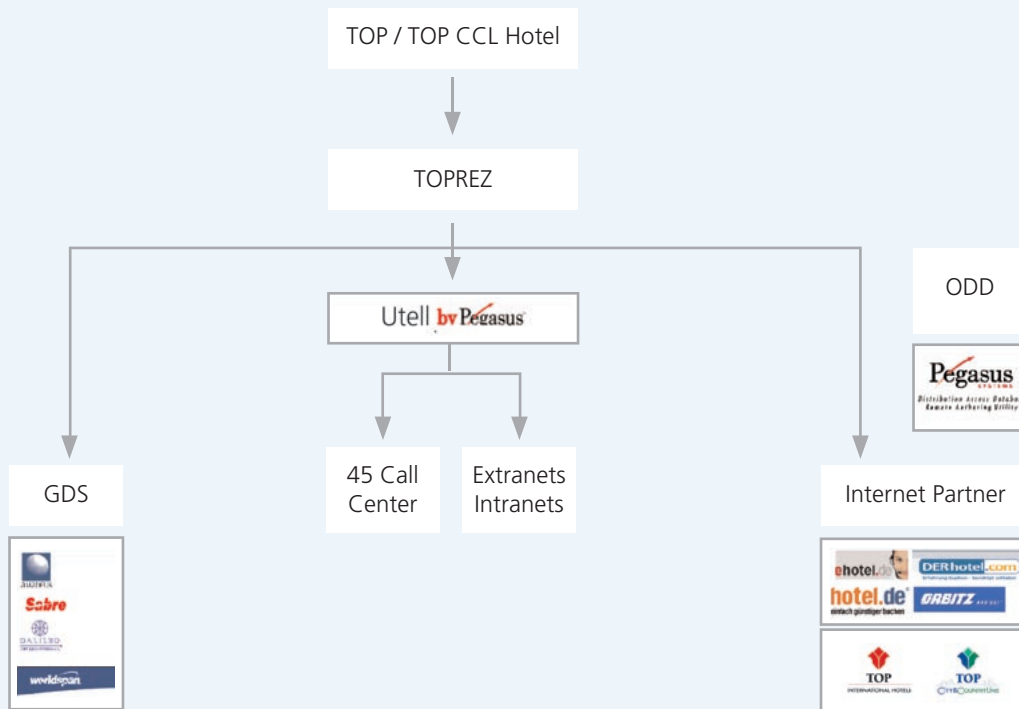
TOP's own reservation system (CRS) under the name of TOPREZ, with own private chain code TP.

TOPREZ is the most sophisticated CRS in Europe enabling our hotels full access to the major global distribution systems. To all GDS systems (Amadeus, Galileo, Worldspan, Sabre) our CRS has the highest level of connectivity, also known as seamless next generation. "Alternate property" search is one of the recently subscribed cross selling tools for the Amadeus GDS.

All TOP / TOP CCL Hotels are connected to 45 UTELL call centre in the world and control their availability and rates for those agents also by using the TOPREZ system.

The XML technology of our provider PegasusSolutions automatically links our properties to approx. 4.000 individual internet online booking sites. Password protected booking facilities through the websites of www.topinternational.com and www.topccl-hotels.de for special negotiated company rates and partner programs like ADAC (German automobile club) underline this highly advanced technological development.

Rounding up the online capabilities is our packaging tool, allowing all partner hotels to serve their clients with unique packaged arrangements to be booked online with instant confirmation.





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