



TOP MARKETINGPLAN 2014

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

VORLÄUFIGE VERSION
ZUR VCH-JAHRESTAGUNG
14.-15.11.2013 EISENACH
- PERSÖNLICHES EXEMPLAR -



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS



ACTIVITIES 2014

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 2014 until 31st December 2014 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 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 2014

STAND ALONE ADD-ONS FOR INDIVIDUAL HOTEL IBES








As planned in the duration of 2013 and successfully executed, website bookings have been booming with a vast 300% increase throughout 3rd quarter of 2013. For 2014 TOP INTERNATIONAL will ensure that this increase keeps up with the pace of electronic evolution and add a number of new features to its IBE. The focus does not only lie on corporate perspective, it is rather aimed at individual hotel level and their needs. The Facebook online booking App is almost launched, an automated mobile website/APP generator is being programmed and will be implemented in 2014. This will include unique features as an interactive loyalty program with free configurable bonus system per hotel.

END OF MICE EVENTS/TRADE FAIRS?

According our emphasis to find an alternative event for the conference segment TOP INTERNATIONAL visited every fair in 2013 covering this market. The outcome was very poor and more than disappointing. At bottom line we do think it is a waste of time, money and manpower being present at the succession fairs of the STBs. Those events do not have a new and exciting concept to guarantee high volume and quality of visitors. There might be a chance that TOP will exhibit at special niche market fairs like LOCATIONS, which are concentrating on specific topics and with this making sure that they are overall attractive for attendees. The constantly updating of our conference portal conferencefinder.com will close the gap between personal approach and online technology.








CHANNEL MANAGER (CM) OLD STORY – NEW EVERY DAY

There are two different approaches to a CM strategy, either have a CM control a CRS (Central Reservation System) or vice á versa. To control a CRS, which is obviously in charge of 600.000 GDS terminals plus travel implants worldwide, does need a totally different and highly sophisticated system. Many competitors underestimate this and quickly the CM will have the same complexity as a CRS, with no really advantage any longer. TOP has a number of discussions with possible CM partners to turn the story around. TOPREZ shall be the single point of entry where reservations, pricing, sell room restrictions and automated allotment count per channel is controlled. From technology side TOP would be able to finalize the negotiations in 1st quarter of 2014 and have with this the perfect solution and end the CM-story for good.








CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2014 fairs		
04. Jan – 06. Jan 14	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
10. Jan – 12. Jan 14	ReiseMarkt	Chemnitz	Local end user fair		
10. Jan – 14. Jan 14	Ferien Messe Wien	Wien	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
15. Jan – 19. Jan 14	Vakantiebeurs	Utrecht	Dutch end user fair		
	Implementation of new Corporate website		New look and feel on corporate website		
17. Jan – 19. Jan 14	Reise & Freizeit	Zwickau	Local end user fair		
11. Jan – 19. Jan 14	C.M.T.	Stuttgart	Local end user fair		
21. Jan – 23. Jan 14	 Distribution TOP CCL Guide 2014				
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	 Sales Manager Meeting	Berlin	Yearly meeting of VCH Sales Managers		
	 VCH Telemarketing Action	Bad Boll	Contacting key accounts and potential clients		
31. Jan – 02. Feb 14	 Dresdner ReiseMarkt	Dresden	Local end user fair		
30. Jan – 02. Feb 14	Fespo	Zurich	Local end user fair Switzerland		
tba	Sales Meeting	Duesseldorf	combining the Sales forces of TOP, Falkensteiner and VCH		
	Yearly company turnover request		Mark this date for the most important figures for Sales action		
tba	 topinternational.com	Duesseldorf	Scheduled re-launch of TOPs new website. Banner and slider purchasing with external linking now possible.		
tba	 conferencefinder.com	Bonn	All participating hotels show on conferencefinder.com. Implementation and information request start November/December 2013.		






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JANUARY					
tba	DB employee portal		Participation request for the travel portal of the German Railway (Deutsche Bahn) employees		
	LANYON RFP		unsolicited bids testing phase with new Lanyon feature. Selected destinations only		
	■ IBE Upgrade		Planning phase starting for the new TOP IBE powered by Open Hospitality. Customization and functionality discussions for enhancements.		
FEBRUARY					
01. Feb 14	-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		
	■wego.com		Starting of trial period with new meta search engine on CPC basis		
04. Feb – 05. Feb 14	Business Travel Show	London	International corporate and conference organizers trade fair	X	
05. Feb – 09. Feb 14	■Reisen	Hamburg	Local end user fair		
06. Feb – 08. Feb 14	■Willow Leitungskongress		Trade fair kongress		
06. Feb – 10. Feb 14	Vakantiesalon	Brussels	Belgian local end user fair		
13. Feb – 15. Feb 14	BIT fair	Milan	Travel trade professional and end user fair in Italy		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Launch of conferencefinder.com		TOP is offering an online portal for conference bookings		
14. Feb – 16. Feb 14	Ferienmesse	Basel	Local end user fair Switzerland		X
tba	■TOP Facebook App	Duesseldorf	Official launch of TOP Facebook generator for bookability on individual hotels Facebook Accounts		
tba	■Hotels4you.com agreement	London	Scheduled signature of commercial agreement with Hotels4you.com for preferred partnership and connectivity through PEGASUS.		








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FEBRUARY					
	 Google Ad words campaign		Conferencefinder.com will be pushed in Google ranking through Google Ad Words campaign.		
19. Feb – 20. Feb 14	MICE Business Travel Market	Munich	Conference-/seminar organizers fair	X	
20. Feb 14	 LOCATIONS	Mannheim	conference organizers trade fair		X
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
	 Wellnessfinder.com 2.0	Duesseldorf	Backend system and CMS Wellnessfinder.com 2.0 will be completely restructured and offer more facilities and usability for individual hotels.		
	ITB development		aggressive development acquisition action for attending hoteliers and hotel owners to the ITB 2014		
tba	 Freizeit Messe	Nuremberg	Local end user fair		X
MARCH					
	Conference market		direct mail action to approx. 600 conference and seminar organizers for conferencefinder.com		
01. Mar – 02. Mar 14	 Fiets en Wandelbeurs	Amsterdam	Dutch local end user fair		
05. Mar – 09. Mar 14	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
18. Mar – 20. Mar 14	Sales Drive	Hamburg	Sales Drive Action VCH-Hotels		
	 Wellnessfinder.com	Duesseldorf	Banner advertising may be purchased from Wellnessfinder Hotels and/or partners offering services for wellness, spa and well-being.		
	 Data content update	Duesseldorf	All TOP properties will undergo a text and picture update on various distribution sites. Hotels input will be needed.		















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MARCH					
14. Mar – 16. Mar 14	Ferienmesse	Freiburg	Local end user fair		
14. Mar – 22. Mar 14	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		
18. Mar – 20. Mar 14	Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
20. Mar – 23. Mar 14	 TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
	 Consortia 2nd round		Last chance to be included in the preferred programs		
APRIL					
01. Apr 14	 tripadvisor		Official start with selected hotels on meta search engine with CPC basis		
tba	 Hotel App Generator	Duesseldorf	Official launch of hotel app and mobile website with responsive technology generator for bookabi- lity for individual hotels		
	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
15. Apr– 16. Apr 14	 Sales Drive	Region NRW	Sales Drive Action VCH-Hotels		
	courtesy sales		Contacting and personal meeting with Keyaccounts		
	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		
	 Lastminute.com	Duesseldorf	Database migration of lastminute. com and Travelocity, pushing all hotels additionally through lastmi- nute.com and affiliate sites.		
	 Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		












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APRIL					
	 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					
tba	 Töpfermarkt	Rheinfelden	Local end user fair		X
tba	KUONI/GTA agreement	Paris	Scheduled signature of commercial agreement with KUONI/GTA for preferred partnership and connectivity through PEGASUS.		
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
11. May – 13. May 14	GTM – German Travel Mart	Bremen	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
05. May – 08. May 14	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
18. May – 20. May 14	 TOP GENERAL ASSEMBLY	Bonn	Meet your colleagues, the TOP team and new partners at our biannual conference.		
20. May – 22. May 14	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers	X	
	-Group tariffs 2015-rate request		Collection of -Group tariffs 2015-		
	 Telemarketing Training	Rostock	Telemarketing seminar VCH-Hotel:		
	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 2015		Collection of rates for 2015		
	 Preperation Company negotiations		Outlineing and selection of Key account companies		
04. Jun 14	 Meetingplace Germany	Cologne	conference organizers trade fair	X	
10. Jun 14	 LOCATIONS	Esslingen	conference organizers trade fair		X
10. Jun – 12. Jun 14	HEDNA meeting	Brussels	system meeting with chief executive of travel industry		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	Requalification 2015		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		
10. – 11. Jun 14	 Sales Drive	Hamburg	Sales Drive Action VCH-Hotels		
12. – 13. Jun 14	 Sales Drive	Bremen	Sales Drive Action VCH-Hotels		
23. – 24. Jun 14	 Sales Drive	Switzerland	Sales Drive Action VCH-Hotels		
21. Jun – 29. Jun 14	Kieler Woche	Kiel	Local end user fair		
	 Travelocity	Duesseldorf	After migration of database with lastminute.com, enhancement with fully occupancy selling of more than two person per room.		



CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JULY					
	Consortia Selection 2015		Hotel selection on various consortia participation for 2015		
02. – 03. Jul 14	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
03. – 04. Jul 14	 Sales Drive	Karlsruhe	Sales Drive Action VCH-Hotels		
09. – 10. Jul 14	 Sales Drive	Wuerzburg	Sales Drive Action VCH-Hotels		
15. – 16. Jul 14	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
16. – 18. Jul 14	 Sales Drive	Switzerland	Sales Drive Action VCH-Hotels		
28. – 29. Jul 14	 Sales Drive	Stuttgart	Sales Drive Action VCH-Hotels		
29. Jul – 31. Jul 14	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair	X	
tba	 Diga, Schloss Beuggen	Rheinfelden	Local end user fair		X
31. Jul 14	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2015		
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	Company contracting		RFP season 2015 starts		
	 Wellnessfinder.com	Duesseldorf	Banner advertising may be purchased from Wellnessfinder Hotels and/or partners offering services for wellness, spa and wellbeing.		
	 Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
	 IBE Upgrade LIVE		TOPREZweb application will be upgraded to a new version powered by Open Hospitality. Effecting TOP corporate site/ individual hotel widgets / Facebook App and meta search partners.		
AUGUST					
15. Aug 14	 siteminder		Finalization commercial agreement and technical set up of integrated Channelmanager in TOPREZ		
22. – 23. Aug 14	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
	IBE partnerships		Summary of half years overall conversion rates, outcome with various partners for further enhancement and selection progress.		
tba	 Hotel Loyalty Generator	Duesseldorf	Implementation of virtual bonus point card on individual hotel app with bookability		

ACTIVITIES 2014

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
SEPTEMBER					
03. – 04. Sep 13	 Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
10. Sep – 11. Sep 14	 Swiss Office Management	Zurich	Conference-/Seminar organizer fair	X	
	Preparation -Marketing Plan 2015-		TOP/TOP CCL hotels send their input and requests for the planning 2015		
18. Sep 14	 LOCATIONS	Essen	conference organizers trade fair		X
24. – 26. Sep 14	 Sales Drive	Hannover Dortmund Bielefeld	Sales Drive Action VCH-Hotels		
	 Reha Care	Dusseldorf	end user fair		X
tba	Preparation brochure - Meetings 2015 -	Dusseldorf	Start of collecting information for the Brochure - Meetings 2015 -		
	Preparation brochure - Happy Days 2015 -		Start of collecting information for the Brochure - Happy Days 2015 -		
	 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 2015		
	 DER CBU 2015	Frankfurt	Selection of DER City Breaks Unlimited Hotel participation for 2015. Exclusively for TOPREZ full members		
	 Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
OCTOBER					
tba	 Preparation brochure - TOP CCL Guide 2015 -		Start of collecting information for the Brochure - TOP CCL Guide 2015 -		
	 Telemarketing-Training		Telemarketing Training VCH-Hotels		
tba	 LOCATIONS		conference organizers trade fair		X
	Merchant marketing		Preparation of various marketing actions with Merchant partners		

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OCTOBER					
	 Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	Embrace General Assembly		meeting with Embrace Hoteliers and planning 2014 for TOPREZ participation		
	 Wellnesspackages update		Updating pricing and packages for Wellnessfinder.com properties		
	Preparation brochure - TOP Hotel Directory 2015 -		Start: Collecting information for the - TOP Hotel Directory 2015 -		
NOVEMBER					
06. Nov – 07. Nov 14	 Consozial	Nuremberg	Local end user fair		X
	 Sales Requalification		Check up with accepted / rejected company selections		
tba	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	
	 Company contracting		First acceptances / rejections are going out to the hotels		
tba	 Touristik & Caravaning	Leipzig	Local end user fair		
tba	 EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X
	VCH General Assembly		meeting with VCH Hoteliers and workshop		
	Kick off Meeting PEGS 2015	Birmingham	Strategy, structure, enhancements and planning 2015 with our technology provider PEGASUSolutions.		
	 Wellnessfinder.com	Duesseldorf	Banner advertising may be purchased from Wellnessfinder Hotels and/or partners offering services for wellness, spa and wellbeing.		

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DECEMBER					
04. – 05. Dec 14	Santa Clause Sales Drive	various destinations	Sales Drive Action VCH-Hotels		
	Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
	 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 2014 and projection 2015		

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

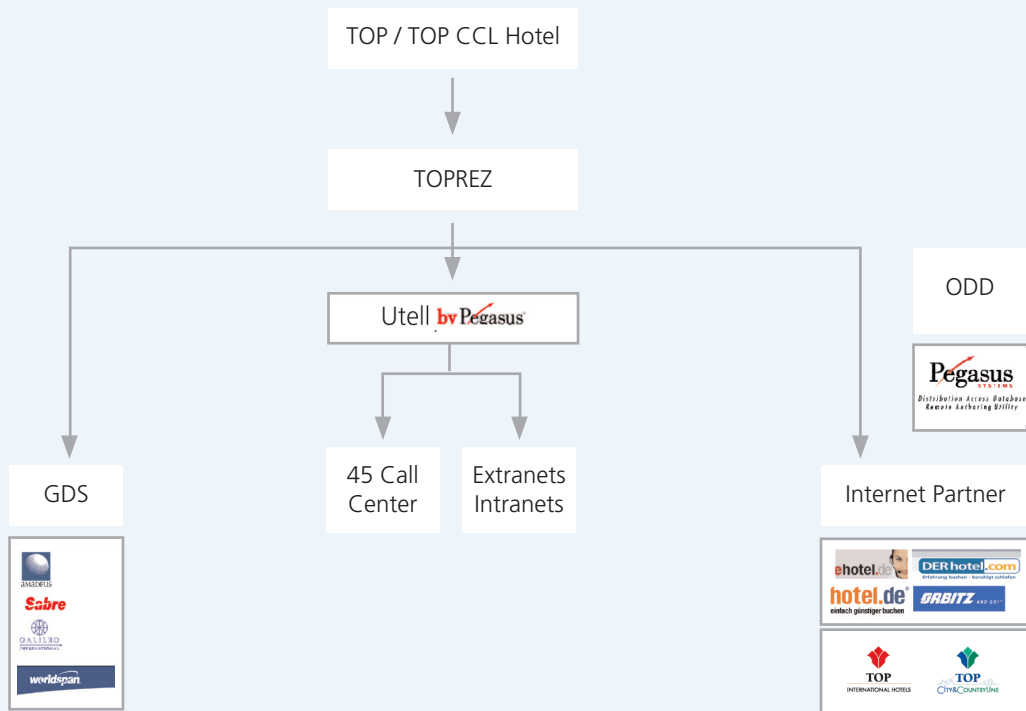
TOP's own reservation system (CRS) under the name of TOPREZ, with own private chain code TP.

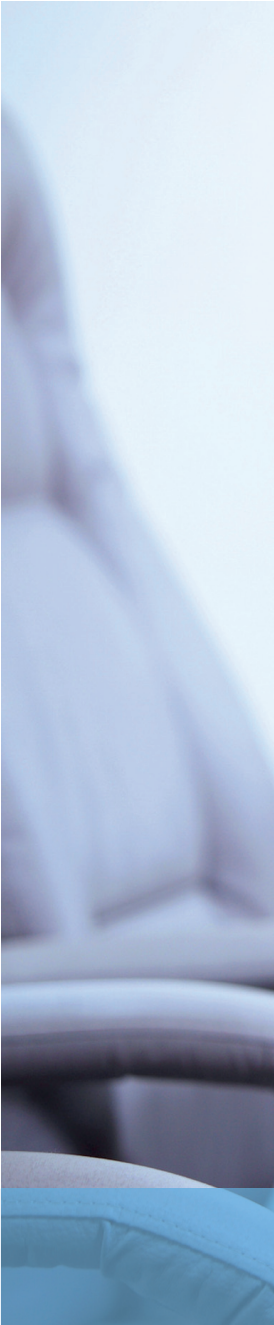
TOPREZ is the most sophisticated CRS in Europe enabling our hotels full access to the major global distribution systems. To all GDS systems (Amadeus, Galileo, Worldspan, Sabre) our CRS has the highest level of connectivity, also known as seamless next generation. "Alternate property" search is one of 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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TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS, Speditionstraße 15, 40221 Düsseldorf
T +49 (0)211 55 98 55-55, F +49 (0)211 55 98 55-54, info@topinternational.com
www.topinternational.com, www.topccl-hotels.de, www.wellnessfinder.com