



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS



TOP PROFILE

THE COMPANIES

TOP INTERNATIONAL Hotels GmbH

Head office: Düsseldorf, founded in 1982
Shareholder/MD: Hans R. Müller
Business activities: Hotel co-operation 3-4 Stars



TOP City&CountryLine, Private First Class & Luxury Hotels

Head office: Düsseldorf, founded June 2003
Shareholder: TOP INTERNATIONAL Hotels GmbH
MD: Hans R. Müller, Business activities: 4-5 Stars



Wellnessfinder.com, powered by TOP INTERNATIONAL

Head office: DUS, founded 1999/take over 2011
Shareholder: TOP INTERNATIONAL Hotels GmbH
Hotel portal in partnership with Premium Spa Resorts



VCH HOTELS by TOP

Head-Office: Düsseldorf with TOP INTERNATIONAL
Founded in 1900, Shareholder/MD: Horst Ermert
Business activities: Christian focused consortia



Falkensteiner Hotels & Residences, FMTG Services GmbH

Head-Office: Vienna, Founded 1957
MD: Herbert Wiesinger, Frank Voss
Business activities: Hotelchain



THE BRANDS

TOP INTERNATIONAL Hotels	Hotel co-operation	100 Hotels in Europe
TOP City&Country Line	Hotel co-operation	050 Hotels in Europe
Wellnessfinder.com	Hotel portal	125 Hotels
Premium Spa Resorts	Hotelgroup/Wellness	015 Hotels
VCH HOTELS by TOP	Hotel co-operation	080 Hotels in Germany
Falkensteiner Hotels	Hotelchain	030 Hotels in Europe
TOP INTERNATIONAL		400 Hotels TOTAL



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COMPANY CONCEPT

The TOP INTERNATIONAL Hotels company markets the own brands TOP INTERNATIONAL Hotels and TOP City&CountryLine. Furthermore a joint-venture agreement is established with the VCH Hotels, which are using the office building and administrative services of TOP INTERNATIONAL. A new partnership has been confirmed with Falkensteiner Hotels & Residences at the beginning of 2010. All companies remain in their own entity.

SALES

In accordance to TOP Activities 2012 and the marketing plans of the individual partners. Framework agreements with companies, consortia, travel organizers, industry and commerce. Separate customer listing available on request. Contracting/RFP handling through TOP Head Office. Additional sales efforts via UTELL offices worldwide. Advisory and assistance for individual hotel sales activities. International fair presentation with co-exhibitor participation. Own conference desk: TCL TOP CONFERENCE LINE

THE SYSTEM

TOP's own reservation system under the name TOPREZ, with own chain code: TP. Implementation of TOPREZ NG (next generation) planned with an invest of EUR 250.000,-- in 2011. Own marketing and control of the TOP database/ via PegasusSolutions and further representation by UTELL INTERNATIONAL with offices worldwide. All GDS systems such as Amadeus, Galileo, Sabre and Worldspan are interfaced on highest connectivity level (next generation seamless). Independent, networked websites for all three companies with online booking facility. Online bookings tool may also be implemented on already existing hotel websites.

PR / MARKETING

Main emphasis TOP City&CountryLine:

In addition to the international directory: Exclusive guide for TOP City&CountryLine Hotels. Intensive PR and marketing activities and exploitation of additional sales channels, in order to market the exclusive brand of the group and increase the utilisation of partner hotels.

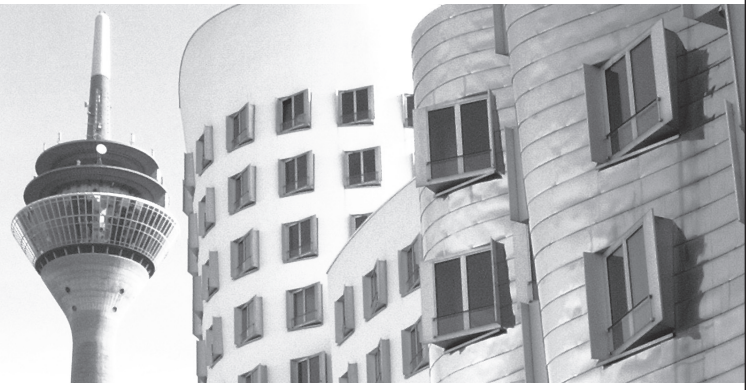
Especially for CountryLine Hotels: Establishing and distribution of arrangements, programmes and FAM-trips in intensive co-operation with the hoteliers.

Customer acquisition and loyalty activities.

Quality management in a special control programme



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MARKETING BUDGETS	TOP INTERNATIONAL + TOP CCL	EUR 2.500.000.--
THE SUCCESS	TURNOVER TOP INTERNATIONAL	EUR 15.000.000.--

THE POSITION

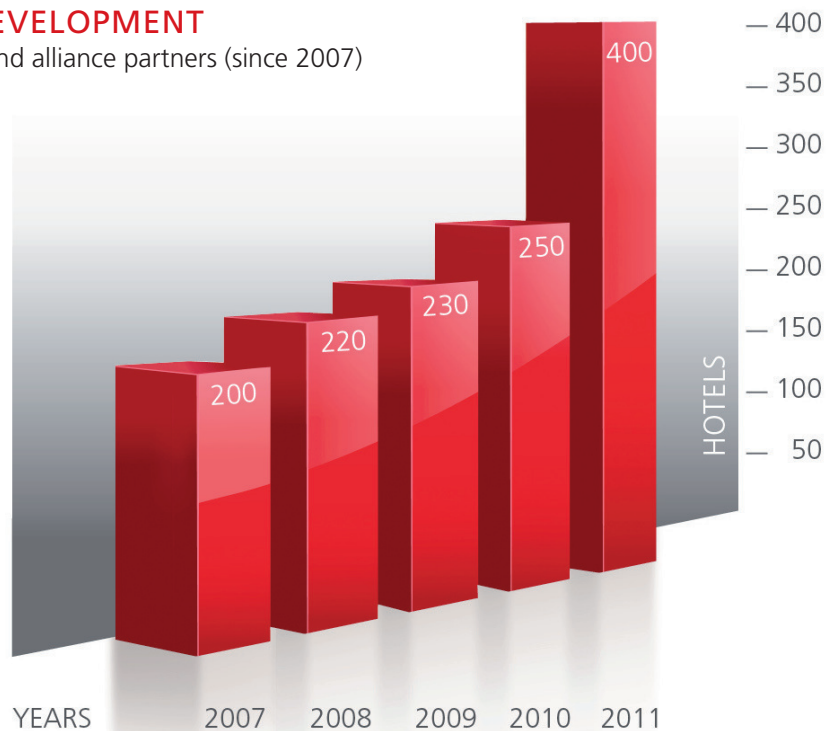
Market position Germany No. 1 with 200 hotels in the con-solidated company.
Market position No. 17 worldwide. (Source: Hotels)
2003-2009 joint venture partner GOLDEN TULIP HOTELS

CONTRACTS AND TERMS

Contract term 24 months with annual extension.
TOP City&CountryLine with a special quality control programme.
Hotel affiliations in current year possible.

TOTAL PORTFOLIO DEVELOPMENT

TOP INTERNATIONAL Hotels and alliance partners (since 2007)





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THE COSTS

Annual charge*	TOP INTERNATIONAL	EUR 12.000.--
Annual charge	TOP City&CountryLine	EUR 10.000.-- – 18.000.--
*plus charges per room	EUR 30.-- p. room	
Entry charge		from EUR 3.000.-- – 5.000.--

RESERVATION SYSTEM / COMMISSIONS

Source	Percentage	Explanation
Travel agents	10.0%	handled between hotel vs. travel agent
TOP offices / TOP-Conf. Hotels	10.0%	handled between hotel vs. TOP-Conf. Hotels
UTELL INTERNATIONAL	08.5%	without GDS commission
Internet bookings	08.0%	without GDS commission
GDS bookings	08.0%	+ US\$ 4.50 per booking

WEBSITES

www.topinternational.com
www.topccl-hotels.de
www.wellnessfinder.com

ACTUAL INFORMATION

www.topinternational.com >>> select menu PRESS

BROCHURES

WorldWide Hotel Directory 2012 (Hotel alliances)
 TOP Hotel Guide TOP City&CountryLine 2012
 TOP Group Tariffs 2012
 TOP Meetings 2012
 TOP Happy Days – Arrangements & Wellness 2012
 TOP Marketingplan 2012 on website

YOUR CONTACT

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