



TOP MARKETING PLAN 2012

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



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS



ACTIVITIES 2012

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), VCH-Hotels Deutschland (marked in Orange) and Wellnessfinder.com (marked in Cyan). Starting on the 01st January 2012 until 31st December 2012 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, TOP-Intranet.
- Short summaries for various trade fairs will be given at www.topinternational.com or on www.topccl-hotels.com under press room, TOP-Intranet. 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 2012

INTERFACES / DIRECT CONNECTS

After the successful implementation of TOPREZ NG in the year of 2011, the paths are set for an ongoing implementation of new technologies. Most important and proving that the TOP/TOP CCL Hotels are always at the highest level of connectivity and with this a modern, state of the art hotel cooperation a number of developments will be coming into effect in the first quarter of 2012. The programming of the hotel.de interface is rapidly moving forward and commercial agreements for a number of other partners have already been agreed. TR VAGO, AGODA, INSTANT TRAVEL and KAYAK are only a few names of implementations which will be interfaced during the first quarter of next year.

CHANNEL MANAGEMENT

Another milestone in 2012 will be the channel management tool controlled and connected directly with a two way interface to TOPREZ NG. After years of testing and searching for the perfect partner, TOP has now selected the market leader in Channel Management the RateTiger to be the one we trust and will work with.










Either with the Stand-alone product or with the interfaced RateTiger system all TOP / TOP CCL Hotels will have the chance to control numerous websites with a click of the button or even more sophisticated have rates, availabilities and reservation notifications handled solely through TOPREZ NG.

DYNAMIC PACKAGING / ONLINE BOOKING PORTAL

We all have been waiting for this enhancement now for a couple of months, but in 2012 it will be finally the day our new website booking tool will go LIVE. Together with our partner PEGASUS we have investigated competitive systems, threads and opportunities, customer surveys and also of course technical requirements of our hotels, to build this magnificent web booking engine.

We eliminated flash based programming for mobile browsers to easily manage, structured the additional purchasing in the shopping cart function (dynamic packaging and Econcierge) and a user friendly multi language support. From a technical perspective all hotels will now be able to customize the booking tool to their individual housestyles and implement easily on their websites.









ACTIVITIES 2012

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2012 fairs		
06. Jan – 08. Jan 12	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
06. Jan – 08. Jan 12	ReiseMarkt	Chemnitz	Local end user fair		
12. Jan – 15. Jan 12	 Ferien Messe Wien	Wien	Local end user fair		X
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
11. Jan – 15. Jan 12	Vakantiebeurs	Utrecht	Dutch end user fair		
	Implementation of new Corporate website		New look and feel on corporate website		
12. Jan – 15. Jan 12	GO BRNO	Brno	Czech local end user fair		X
13. Jan – 15. Jan 12	Reise & Freizeit	Zwickau	Local end user fair		
14. Jan – 22. Jan 12	 C.M.T.	Stuttgart	Local end user fair		X
	 Distribution TOP CCL Guide 2012				
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
26. Jan – 29. Jan 12	 Fespo		Local end user fair Switzerland		X
	Individual hotel website online booking tool		Individual hotels have the possibility to implement our online booking tool		
27. Jan – 29. Jan 12	Dresdner ReiseMarkt	Dresden	Local end user fair		
	 Sales Meeting	Düsseldorf	combining the Sales forces of TOP, Falkensteiner and VCH		
	 DB Employee portal - Newsletter		Promoting Facebook to DB Employees		
	 Implementation of RateTiger in TOPREZ NG		Starting of the implementation of the channel manager RateTiger into TOPREZ NG for TOP/TOP CCL properties		
	 Yearly company turnover request		Mark this date for the most important figures for Sales action		

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CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	TOP Sales Database going LIVE		all company contracts/contacts per hotel and vice versa in one central database		
	SMO for Facebook		Searching for the 600st Facebook fan		
	Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		
	Google + Account		Launching Google + Account for 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		
16. Feb 12	STB fair	Hamburg	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
03. Feb – 04. Feb 12	Reisebörse	Dessau	Local end user fair		
03. Feb – 05. Feb 12	Ferienmesse	Basel	Local end user fair Switzerland		
03. Feb – 05. Feb 12	Reisemarkt Vogtland	Plauen	Local end user fair		
02. Feb – 06. Feb 12	Vakantiesalon	Brussels	Belgian local end user fair		X
	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		
08. Feb – 12. Feb 12	Reisen	Hamburg	Local end user fair	X	
09. Feb – 12. Feb 12	Holiday World	Prague	Czech local end user fair		X
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Sales Introduction		Presentry the new personal sales approach to Coach / Tour operators		












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FEBRUARY					
11. Feb – 12. Feb 12	 Fietsen Wandelbeurs	Amsterdam	Dutch local end user fair		X
16. Feb – 19. Feb 12	BIT fair	Milan	Travel trade professional and end user fair in Italy		
17. Feb – 18. Feb 12	Reisebörse Bremen	Bremen	Local end user fair		
22. Feb – 26. Feb 12	f.r.e.e.	Munich	Local end user fair		
24. Feb – 26. Feb 12	 Ferie for Alle	Jütland	Danish local end user fair		X
27. Feb – 29. Feb 12	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
	American Express cardholders campaign		AMEX cardholder campaign starts with „Did you enjoy your stay at our TOP Hotel“ message on invoices		
	 GDS-Marketing		Availability banner for berlin properties		
	Tagungshotel.com e-newsletter		Selected conference TOP/TOPCCL Hotels in this special edition		
	 Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
	 Netbooker NG implementation		New website booking feature being implemented on TOP Corporate site. Hotels may join this new feature also on their websites		
	 DB Employee portal		Teaser Landingpage Winning game for DB Employees hotel.de interface going LIVE - New direct connect to hotel.de as for EXPEDIA		
	 Launching new booking tool		Launching Netbooker NG for Wellnessfinder Hotels		
MARCH					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		
01. Mar – 04. Mar 12	 Utazás	Budapest	Hungarian local end user fair		X
07. Mar – 11. Mar 12	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
13. Mar – 14. Mar 12	EMIF fair	Brussels	International trade fair for conference- / seminar organizers		





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MARCH						
16. Mar – 18. Mar 12	Ferienmesse	Freiburg	Local end user fair			
21. Mar – 24. Mar 12	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		X	
22. Mar – 24. Mar 12	Christlicher Gesundheits Kongress	Kassel	Local end user fair for well being		X	
22. Mar – 25. Mar 12	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		X	
27. Mar – 28. Mar 12	Sales Drive	Region Frankfurt a.M.	Sales Drive Action VCH-Hotels			
	Consortia 2nd round		Last chance to be included in the preferred programs			
	Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media			
	New account sales		strategic selection of existes clients and potential			
	28. Mar – 29. Mar 12	Sales Drive	NRW	Sales Drive Action VCH-Hotels		
		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		
	TRIVAGO interface going LIVE		New direct connect to TRIVAGO with CPC			
	SEO campaign TOP website		After Netbooker NG going Live, ex- tensive budgets for SEO campaign			
APRIL						
	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X		
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels			
	DB Employee portal		Banner advertisement Summer in the city			
	Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media			
	courtesy sales		Contacting and personal meeting with Keyaccounts			
	Implementantion new mystery check tool		In combination with Trivago Information will follow			















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APRIL					
25. Apr – 27. Apr 12	 GDS-Marketing	Stuttgart	Availability banner for Stuttgart properties		
	TOP INTERNATIONAL Hotels & Corporate Partners ANNUAL MEETING	Muenster	Meeting with our hoteliers, partners, journalists and the colleagues of the TOP / TOP CCL office		
28. Apr – 01. Mai 12	 Töpfermarkt	Rheinfelden	Local end user fair		X
	 Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	 Partnership with AVIS newsletter		Promoting TOP /TOP CCL Hotels to AVIS Newsletter database		
	 B2B on Wellnessfinder launched		The new B2B section going LIVE to endusers and business partners		
MAY					
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
02. May – 05. May 12	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
13. May – 15. May 12	GTM – German Travel Mart	Leipzig	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
22. May – 23. May 12	 Sales Drive	Hamburg Kiel	Sales Drive Action VCH-Hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
22. May – 24. May 12	 GDS-Marketing	Prague	Availability banner for Prague properties		
	 IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers		X
	-Group tariffs 2013-rate request		Collection of -Group tariffs 2013-		
	 DB Employee portal		Teaser Landingpage Summer in the city		
	 KAYAK interface going LIVE		New direct connect to KAYAK with CPC		
	 Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		








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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 2013		Collection of rates for 2013		
	 Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		
	 Preperation Company negoticetions		Outlineing and selection of Key account companies		
16. Jun – 24. Jun 12	Kieler Woche	Kiel	Local end user fair		
26. Jun 12	STB fair	Stuttgart	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
	SABRE Upsell functionality update		Selling higher room category automatically through all SABRE travel agents functionality		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	 Monthly pressinformation		Corporate or individual press information distributed to travel media		
	 Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	DB Employee portal		Newsletter Winning game for DB Employees		
	Opening up of Sabre RFP		New company market lead tool going LIVE for selected hotels		
	Requalification 2013		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		

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JULY					
	Consortia Selection 2013		Hotel selection on various consortia participation for 2013		
18. Jul – 19. Jul 12	 Sales Drive	Switzerland	Sales Drive Action VCH-Hotels		
17. Jul – 19. Jul 12	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair		X
23. Jul – 24. Jul 12	 Diga, Schloss Beuggen	Rheinfelden	Local end user fair		X
23. Jul – 24. Jul 12	 Sales Drive	Karlsruhe	Sales Drive Action VCH-Hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	American Express cardholders campaign		AMEX cardholder campaign continues with selected individual hotel marketing messages on invoices		
31. Jul 12	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2013		
	 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		
	 SMO for Facebook		Searching for the 700st Facebook fan		
	 Company contracting		RFP season 2013 starts		
AUGUST					
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on updated activities, partners of TOP CCL Hotels		
20. Aug – 21. Aug 12	 Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
	EuroBus - Group tariffs promotion		Marketing activities with coach media market leader EuroBus		
	 SEO campaign TOP website		After Netbooker NG going Live, extensive budgets for SEO campaign		
	 Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		
22. Aug – 23. Aug 12	 Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
	 DB Employee portal		Teaser Landingpage Fall is coming - Save the best deals		

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SEPTEMBER					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
20. Sep 12	STB fair	Wiesbaden	Conference-/Seminar organizer fair		X
26. Sep – 27. Sep 12	Preparation -Marketing Plan 2013-		TOP/TOP CCL hotels send their input and requests for the planning 2013		
	 Sales Drive	Nuremburg Wuerzburg	Sales Drive Action VCH-Hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	American Express cardholders campaign		AMEX cardholder campaign continues with promotion on various hotel on „AMEX Selects“ website		
26. Sep – 27. Sep 12	Business Travel Show	Dusseldorf	Corporate buyers travel fair		
	Preparation brochure - Meetings 2013 -		Start of collecting information for the Brochure - Meetings 2013 -		
	Preparation brochure - Happy Days 2013 -		Start of collecting information for the Brochure - Happy Days 2013 -		
	 DB Employee portal		Newsletter - Searching new facebook fans with winnig game		
	 Company contracting		RFP season 2013 and renegotiations ongoing		
OCTOBER					
	 Preparation brochure - TOP CCL Guide 2013 -		Start of collecting information for the Brochure - TOP CCL Guide 2013 -		
	 Sales Drive		Personal approach in company negotiations phase		
	 Bimbi		Italian local end user fair		X
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Telemarketing-Training		In cooperation with VCH-Hotels		
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
	 Merchant marketing		Preparation of various marketing actions with Merchant partners		
	Preparation brochure - TOP Hotel Directory 2013 -		Start: Collecting information for the - TOP Hotel Directory 2013 -		

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CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
OCTOBER					
	■ DB Employee portal		Banner advertisement - Only three months till Christmas! Shop or relax at TOP / TOP CCL Hotels		
	■ Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	■ Partnership with AVIS newsletter		Promoting TOP /TOP CCL Hotels to AVIS Newsletter database		
NOVEMBER					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	■ Terra Tage	Austria	Austrian travel agent meeting		X
	■ GDS-Marketing	St. Petersburg	Availability banner for St. Petersburg properties		
	■ Sales Requalification		Check up with accepted / rejected company selections		
05. Nov – 08. Nov 12	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	
	■ Viva Touristika	Frankfurt a.M.	Local end user fair		X
14. Nov – 15. Nov 12	STB fair	Munich	Conference- /Seminar organizer fair		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
21. Nov – 25. Nov 12	■ Touristik & Caravaning	Leipzig	Local end user fair		X
	■ EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X
	■ DB Employee portal		Teaser Landingpage – TOP / TOP CCL gift cheques		
	■ Company contracting		First acceptances / rejections are going out to the hotels		
	Christmas mailing to company, consortia, conference organizers		- Thanks for the cooperation in 2012 - calendar mailing		

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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	Visiting Key Accounts with Christmas present		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
	■ Sales Meeting	Berlin	Sales round up of the results in 2012 and projection 2013		
	■ DB Employee portal		Newsletter - Christmas markets in TOP destinations		
	■ SMO for Facebook		Searching for the 800st Facebook fan		
	■ Advertising campaign Cost&Logis		Throughout the year media campaign with cost&logis		

iPhone App

Get our free iPhone App!





THE BRANDS



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

In 1982, Hans R. Müller founded TOP INTERNATIONAL Hotels in Düsseldorf, Germany. The business grew continuously over the years that followed, building up an impressive portfolio of more than 400 hotels. As part of a strategic overhaul in 2006, the Group moved to larger offices in the Düsseldorfer Medienhafen. At the same time, it changed its name to TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS, uniting all the Group's marketing partnerships under a single umbrella.



TOP
INTERNATIONAL HOTELS

The TOP brand brings together hotels that are synonymous with personalised, friendly service. Wherever they are located, they rank among the best in their class. They have chosen TOP INTERNATIONAL Hotels as their marketing partner – one of Europe's largest hotel alliances that represents hotels in Germany and major European cities. The Group is also the marketing partner of Wellnessfinder, Falkensteiner Hotels & Residences, VCH-Hotels and Commundo Tagungshotels.



TOP
City&CountryLine

TOP City&CountryLine (TOP CCL) is TOP INTERNATIONAL's exclusive hotel collection, consisting of private first-class and luxury hotels in Germany and neighbouring countries. These are establishments that never compromise on quality and undergo regular inspections. To complement these inspections, we have awarded each hotel a rating of four or five Cs, according to our professional opinion. The ratings have stood the test of time. Every TOP City&CountryLine Hotel exudes charm and character and is privately owned or managed.



TOP INTERNATIONAL takes over Wellnessfinder.com, one of the leading internet platforms in German speaking Europe. The outstanding placement in search engines under the criteria wellness is used by nearly 125 hotels, carefully selected and upmarket properties, for additional marketing activities in the wellness segment and to offer their specific services and packages. Since 2011 the exclusive international Spa Resort group, PREMIUM SPA RESORTS, is one of the designated partners of the Wellnessfinder.com.



The Falkensteiner Hotels & Residences are a family-run hotel group from South Tyrol. Tradition and personal service are the Group's hallmarks, and each of the hotels has its own distinct character. Since all our guests have their own idea of what constitutes their dream holiday, we've grouped our hotels into three categories: family hotels, wellness hotels and city hotels. Common to all are the best locations and top-class furnishings. Generously sized rooms and attractive packages come as standard.



VCH Hotels – Verband Christlicher Hoteliers e.V. – has been in business for over a century. Christian values are the guiding force for all the Group's member hotels, which take their duty of hospitality particularly seriously. This is reflected in VCH's slogan: 'Your home away from home.' The Group's collection of three- and four-star hotels plus monasteries offering cultural, conference and leisure programmes appeals to a wide range of guests. That's why TOP INTERNATIONAL and VCH Hotels have joined forces.

A stylized world map silhouette in shades of blue, centered on the Atlantic Ocean, serving as a background for the top half of the page.

RESERVATION SYSTEM

TOPREZ

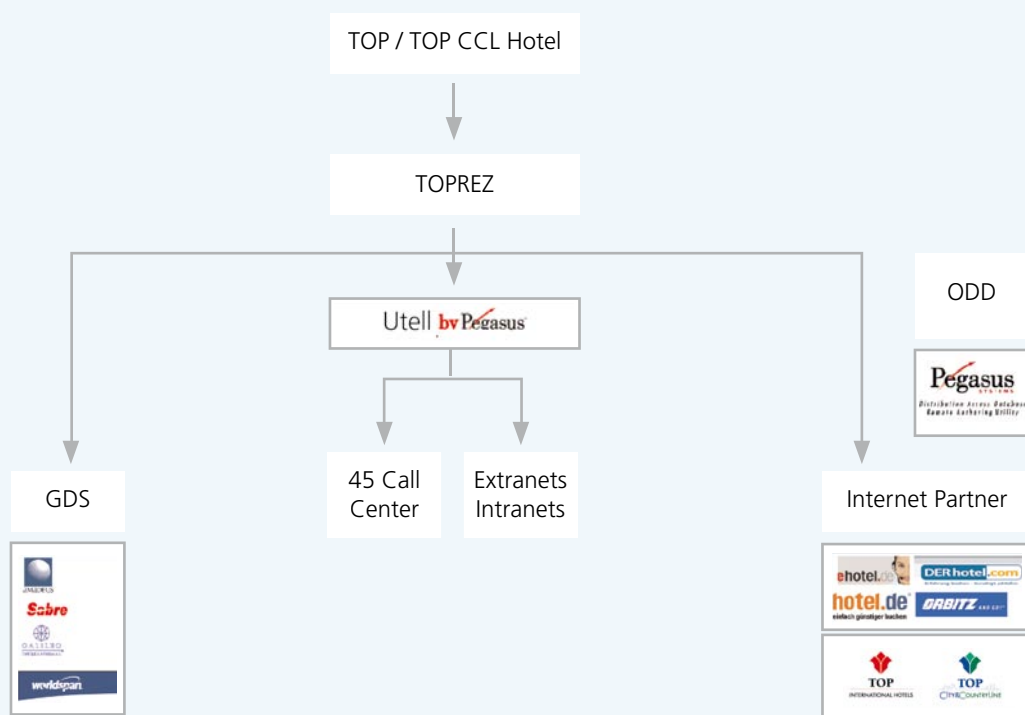
TOP's own reservation system (CRS) under the name of TOPREZ, with own private chain code TP.

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.





TOP INTERNATIONAL
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