



# MARKETINGPLAN

2011

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

VORLÄUFIGE VERSION



**TOP INTERNATIONAL**  
HOTELS & CORPORATE PARTNERS

#### 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 2011 until 31st December 2011 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](http://www.topinternational.com) or [www.topccl-hotels.com](http://www.topccl-hotels.com) under press room, TOP-Intranet.
- Short summaries for various trade fairs will be given at [www.topinternational.com](http://www.topinternational.com) or on [www.topccl-hotels.com](http://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.

#### **GDS MARKETING / SEO CAMPAIGN 2011**










Being the leader of electronic distribution for independent and non branded hotels is an essential task for TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS. With a budget of more than 10 TEUR we will underline this in 2011 and showing to the potential clients in travel trade that TOP and its represented hotels is the right choice for their valued travellers. GDS Marketing will be used throughout the year 2011 to strengthen the awareness on the whole group as well as specifically selected destination actions. Next to this, the website SEO activities will streamline Internet users to the corporate website of TOP and its marketing alliances. A newly structured booking interface with highly attractive costs, combined with SEO for individual hotels of our group will be assisting driving business to our non-branded personalized hotel sites and saving time and money controlling 3rd party booking interfaces.

#### **COMBINED SALES FORCES**







After the signature of a marketing alliance for 2011 with our newly acquired partner Falkensteiner Hotels & Residences and the moving of the VCH Hotels Germany to our reservation system TOPREZ (powered by PEGASUS/UTELL) a combined sales force is a logical decision. Not only the sales staff of the TOP Head Office, but also the individual sales executives of Falkensteiner and VCH Hotels will work closely together setting up a global sales structure. This will triple our personal appearance to the outside, intensifying existing contacts, acquiring new business opportunities and selling the complete group, now commencing more than 280 properties worldwide. Being even closer to market and dealing with the clients/customers face-to-face in a world driven by electronic will be our goal for 2011 and after.

#### **NEW B2B PARTNERSHIPS / RFP CONTRACTING TOOLS**

Having said, that the personal touch will be on highest priority and hiring new sales staff, manpower and time has been set aside to further concentrate on the B2B electronic partnerships, selling the whole of our group and alliance partners. Working strategically and establishing improved or new direct interfaces with long lasting partners like hotel.de, ehotel, expedia, etc and future orientated companies like trivago, vadingo, hotelsnapper with exciting new tools and opportunities will make sure that TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS will always be on a state of the art electronic appearance. A newly build company RFP negotiation tool, already in testing phase, from our partners LANYON and SABRE, will give our partner hotels a total different approach acquiring additional negotiated contracts. Electronically based and comparable to a closed bidding web application, we are setting future orientated paths in dealing with company accounts.

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>JANUARY</b>					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2011 fairs		
07. Jan – 09. Jan 11	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
07. Jan – 09. Jan 11	ReiseMarkt	Chemnitz	Local end user fair		
13. Jan – 16. Jan 11	 Ferien Messe Wien	Wien	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
	 Hotel review winning game		Promotion of selected TOP/TOP-CCL Hotels in individual hotel review mails from Trivago		
12. Jan – 16. Jan 11	Vakantiebeurs	Utrecht	Dutch end user fair		
	 Implementation of new Corporate website		New look and feel on corporate website		
13. Jan – 16. Jan 11	GO BRNO	Brno	Czech local end user fair		X
14. Jan – 16. Jan 11	 Reise & Freizeit	Zwickau	Local end user fair		
15. Jan – 23. Jan 11	C.M.T.	Stuttgart	Local end user fair		X
	 Distribution TOP CCL Guide 2011 / 2012				
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
27. Jan – 30. Jan 11	Fespo		Local end user fair Switzerland		X
	Individual hotel website online booking tool		Individual hotels have the possibility to implement our online booking tool		
28. Jan – 30. Jan 11	 Dresdner ReiseMarkt	Dresden	Local end user fair		
31. Jan – 01. Feb 11	 Telemarketing Training	Allensbach-Hegne	in cooperation with VCH-Hotels Germany		
	 Sales Meeting	Düsseldorf	combining the Sales forces of TOP, Falkensteiner and VCH		

## ACTIVITIES 2011

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>FEBRUARY</b>					
	-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		
02. Feb 11	 STB fair	Hannover	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
04. Feb – 05. Feb 11	Reisebörse Jena	Jena	Local end user fair		
11. Feb – 12. Feb 11	Reisebörse	Dessau	Local end user fair		
09. Feb – 13. Feb 11	Reisen	Hamburg	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		
05. Feb – 07. Feb 11	 Ferienmesse	Basel	Local end user fair Switzerland		X
10. Feb – 13. Feb 11	 Holiday World	Prague	Czech local end user fair		X
	 Hotel.de e-newsletter sponsoring		Sponsoring of hotel.de e-newsletter. Free weekend sponsoring is mandatory for participating hotels		
	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		

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>FEBRUARY</b>					
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
23. Feb – 27. Feb 11	f.r.e.e.	Munich	Local end user fair		
18. Feb – 19. Feb 11	Reisebörse Bremen	Bremen	Local end user fair		
19. Feb – 20. Feb 11	Reisemarkt Vogtland	Plauen	Local end user fair		
	American Express cardholders campaign		AMEX cardholder campaign starts with „Did you enjoy your stay at our TOP Hotel“ message on invoices		
17. Feb – 20. Feb 11	BIT fair	Milan	Travel trade professional and end user fair in Italy		
24. Feb – 27. Feb 11	KCF	Nuremberg	National fair for christian Leadership		X
	GDS-Marketing		Availability banner for berlin properties		
	Tagungshotel.com e-newsletter		Selected conference TOP/TOPCCL Hotels in this special edition		
<b>MARCH</b>					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		
03. Mar – 06. Mar 11	Utazás	Budapest	Hungarian local end user fair		X
	Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from Trivago		
09. Mar – 13. Mar 11	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
	Ehotel banner advertisement		Participation possibilities for banner ad on Ehotel website destination		
15. Mar – 16. Mar 11	EMIF fair	Brussels	International trade fair for conference- / seminar organizers		
21. Mar – 22. Mar 11	Sales Blitz	Region Frankfurt a.M.	Sales Blitz Action VCH-Hotels		
	Consortia 2nd round		Last chance to be included in the preferred programs		

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<b>MARCH</b>					
16. Mar – 19. Mar 11	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		X
	■ Start of preparation for TOPREZ NG		Hotelupdates and loadings must be completed by this date		
18. Mar – 20. Mar 11	Ferienmesse	Freiburg	Local end user fair		
	Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media		
24. Mar – 27. Mar 11	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
	■ New account sales		strategic selection of existes clients and potential		
<b>APRIL</b>					
	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		
07. Apr 11	■ STB fair	Mannheim	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
	■ Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media		
11. Apr – 12. Apr 11	■ Sales-Blitz	Stuttgart	Sales Blitz Action VCH-Hotels		
	■ courtesy sales		Contacting and personal meeting with Keyaccounts		
13. Apr – 14. Apr 11	Business Travel Show	Duesseldorf	Corporate buyers travel fair		
27. Apr – 28. Apr 11	■ Ideenmarkt	Berlin	VCH-Hotels organize a local work- shop with seminars and trade fair		X
	■ Implemantation new mystery chock tool		In combination with Trivago Information will follow		
	■ GDS-Marketing	Stuttgart	Availability banner for Stuttgart properties		

■ New in 2011

■ Exclusively for TOP CCL










■ In cooperation with FALKENSTEINER Hotels

■ In cooperation with VCH

■ States fixed trade fair rates

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>MAY</b>					
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
02. May – 05. May 11	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
08. May – 10. May 11	GTM – German Travel Mart	Köln / Bonn	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
09. May – 10. May 11	Telemarketing Training	Berlin	In cooperation with VCH Hotels Deutschland		
	Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
16. May – 17. May 11	Sales-Blitz	Düsseldorf, Cologne, Essen, Bonn, Bielefeld, Münster	Sales Blitz Action VCH-Hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	GDS-Marketing	Prague	Availability banner for Prague properties		
	Corporate website marketing		Individual hotels may select a limited number of keywords/ phrases to describe their hotel		
24. May – 26. May 11	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers		X
	-Group tariffs 2012-rate request		Collection of Group tariffs 2012		
<b>JUNE</b>					
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
	Rate / Hotel Information 2012		Collection of rates for 2012		
01. Jun – 05. Jun 11	Kirchentag	Dresden	National end user fair		X
	Christustag	Basel	Specialised Christian fair in Switzerland	X	
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		
	Properation Company negotictions		Outlining and selection of Key account companies		

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CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>JUNE</b>					
08. Jun 11	STB fair	Essen	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
	 Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
	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		
18. Jun – 26. Jun 11	Kieler Woche	Kiel	Local end user fair		
	 Sales-Meeting	Vienna	1/2 year review of Corporate sales staff		
<b>JULY</b>					
	Consortia Selection 2012		Hotel selection on various consortia participation for 2012		
12. Jul – 13. Jul 11	 Sales-Blitz	Switzerland	Sales Blitz Action VCH-Hotels		
27. Jul – 28. Jul 11	 Sales-Blitz	Hamburg, Kiel	Sales Blitz Action VCH-Hotels		
26. Jul – 28. Jul 11	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair		X
	 Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
	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 11	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2012		
	 Dynamic packaging going live		Sell of extra amenities and dynamic packaging through TOPREZ		
	 GDS-Marketing	Iceland	Availability banner for Iceland properties		






 New in 2011

 Exclusively for TOP CCL









 In cooperation with FALKENSTEINER Hotels

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CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>AUGUST</b>					
	 TOPREZ NG		TOPREZ NG going live		
	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		
29. Aug – 30. Aug 11	Telemarketing Training	Bremen	In cooperatin with VCH-Hotel Deutschland		
	EuroBus - Group tariffs promotion		Various group marketing activities with coach media market leader EuroBus		
<b>SEPTEMBER</b>					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
08. Sep 11	STB fair	Mainz	Conference-/Seminar organizer fair		X
12. Sep – 13. Sep 11	 Sales-Blitz	Berlin	Sales Blitz Action VCH Hotels		
	Preparation -Marketing Plan 2012-		TOP/TOP CCL hotels send their input and requests for the planning 2012		
26. Sep – 27. Sep 11	 Sales-Blitz	Frankfurt a.M.	Sales Blitz 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		
	Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
<b>OCTOBER</b>					
	Preparation brochure -Meetings & Incentives 2012-		Start of collecting information for the Brochure -Meetings & Incentives-		
	 Preparation brochure -TOP CCL Guide 2012-		Start of collecting information for the Brochure -TOP CCL Guide-		
	 Sales Drive	Germany	Personal approach in company negotiations phase		

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CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>OCTOBER</b>					
03. Oct – 04. Oct 11	 ACCESS	Vienna	Conference-/seminar organizers fair Austria		X
	Tour Salon	Poznan	Travel trade / Local end user fair Poland	X	
24. Oct – 25. Oct 11	 Sales-Blitz	Stuttgart	Sales Blitz Action VCH-Hotels		
28. Oct – 30. Oct 11	Intersana	Augsburg	Medical and -best ager- local end user fair		
	 Bimbi	Milan	Italian local end user fair		X
	Preparation brochure -Happy Days 2012-		Start of collecting information for the Brochure -Happy Days-		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Telemarketing-Training	tba	In cooperation with VCH-Hotels Germany		
	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		
<b>NOVEMBER</b>					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	 Terra Tage	Austria	Austrian travel agent meeting		X
18. Nov – 20. Nov 11	 NÖ Familienpass	Austria	Local end user fair		X
	 GDS-Marketing	St. Petersburg	Availability banner for St. Petersburg properties		
	 Sales Requalification		Check up with accepted / rejected company selections		

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
<b>NOVEMBER</b>					
07. Nov – 10. Nov 11	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	
	<span style="color: red;">■</span> Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
11. Nov – 13. Nov 11	<span style="color: orange;">■</span> Viva Touristika	Frankfurt a.M.	Local end user fair		X
17. Nov 11	STB fair	Munich	Conference- /Seminar organizer fair		X
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Familie & Heim	Stuttgart	Local end user fair		
	Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
16. Nov – 20. Nov 11	<span style="color: orange;">■</span> Touristik & Caravaning	Leipzig	Local end user fair		X
	EIBTM	Barcelona	International trade fair for conference- / seminar organizers		
	Christmas mailing to company, consortia, conference organizers		- Thanks for the cooperation in 2011 - calendar mailing		
<b>DEZEMBER</b>					
	<span style="color: green;">■</span> 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.		
	<span style="color: orange;">■</span> Sales-Blitz	Germany	Sales Blitz Action VCH-Hotels		
	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		
	<span style="color: red;">■</span> Sales Meeting	Munich	Sales round up of the results in 2011 and projection 2012		



**TOP INTERNATIONAL**  
HOTELS & CORPORATE PARTNERS

In 1982, by the initiative of Hans R. Müller, the company TOP INTERNATIONAL Hotels was founded in Düsseldorf. The continuing expansion of the company in the coming years resulted in more than 250 hotel members. Due to this strategic growth the company moved to an extensive office building in the Düsseldorf Mediarharbour. In this time the new name TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS was introduced, uniting the marketing alliances with the mentioned hotel groups.



**TOP**  
INTERNATIONAL HOTELS

The name TOP unites a group of selected hotels, which are among the best in their respective category in their location. TOP INTERNATIONAL was founded in 1982 and the company today is one of the leading voluntary chains in Europe. Within the framework of continuous expansion, TOP INTERNATIONAL has entered into a joint venture agreement with Falkensteiner and VCH-Hotels. Both independent companies join forces in belongs of sales activities, advertising (hotel guide, website, etc), exhibition appearance and reservation system developments.



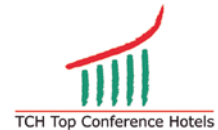
The brand TOP City&CountryLine represents the exclusive line of TOP INTERNATIONAL. It lists „Private First Class & Luxury Hotels,, in Germany and neighbouring Europe in an additional exclusive guide. All these hotels are participating in a special quality control program, personally controlled by the dedicated Hotel Service Manager. Intensive PR, 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.



Falkensteiner Hotels & Residences is a family-run group of hotels that puts tradition and personal service right at the centre. All of our accommodation is characterized by individual styles. And because everyone imagines their holiday in a different way, our offer has been arranged to meet the most varied requirements and is divided into three lines: Family, Wellness and City. Whichever one you choose, you can look forward to top amenities, committed service, well-situated hotels, spacious rooms, refreshing and unusual architecture and attractive packages and offers!



VCH-Hotels – Verband Christlicher Hoteliers e.V. – has been operating on the hotel market for over 100 years. Living according to Christian principles, with the emphasis on hospitality, is the hallmark of VCH Hotels. VCH's motto is "At home when away". The 3 and 4 star establishments and monasteries in the VCH-Hotels range offer cultural, conference, holiday and wellness facilities designed to appeal to a wide spectrum of guests. This is the motivation for the TOP INTERNATIONAL and VCH-Hotels partnership.



The TCH TOP Conference Hotels is a service of the TOP City&CountryLine and TOP INTERNATIONAL hotels and offers an innovative conference and congress service. Seven days a week the TCH team is available as a competent partner around the topic "professional conference organization". Regardless if searching for a breathtaking incentive location or organizing a series of seminars in various destination, the TCH is a one-stop-agency providing fast service with knowledge of the hotel industry and customer needs.

## TOPREZ

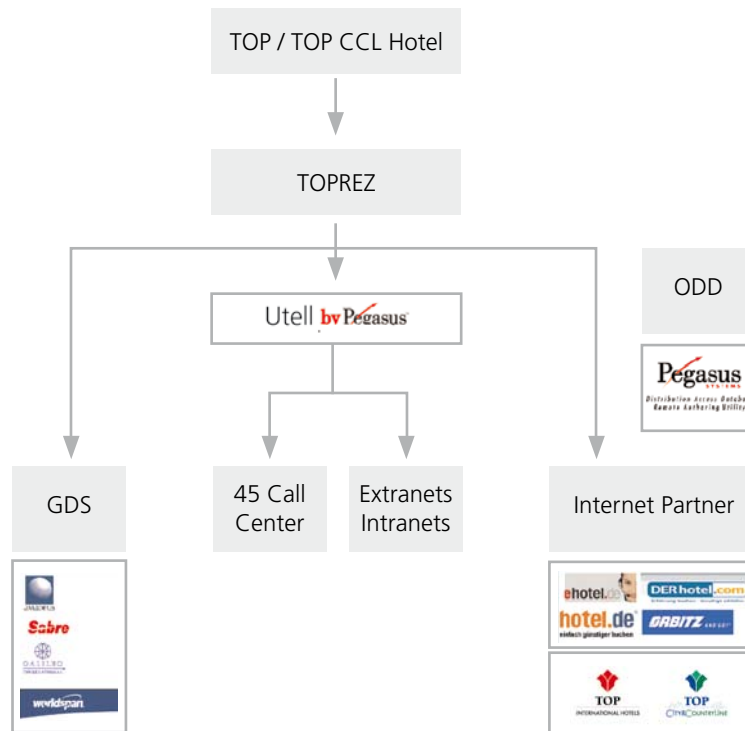
TOP's own reservation system (CRS) under the name of TOPREZ, with own private chain code TP.

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](http://www.topinternational.com) and [www.topccl-hotels.de](http://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.



Impression ITB trade fair





**TOP INTERNATIONAL**  
**HOTELS & CORPORATE PARTNERS**

TOP INTERNATIONAL Hotels GmbH, Speditionstraße 15, 40221 Düsseldorf  
Fon: 0049(0)211/559855-55, Fax: 0049(0)211/559855-54  
info@topinternational.com, www.topinternational.com, www.topccl-hotels.de