



## NEWS RELEASE

# TOP INTERNATIONAL Hotels Chooses Leonardo Technology for Hotel Visual Content Management and Distribution

### *TOP INTERNATIONAL Hotels has Subscribed to Leonardo's VScape Digital Asset Management System*

Toronto, Canada and Dusseldorf, Germany – May 28, 2015 – Leonardo Worldwide Corporation today announced a new agreement with TOP INTERNATIONAL Hotels, an international cooperation with 3-5 star hotels in Europe; along with their partners, comprising more than 400 properties all over the world. TOP INTERNATIONAL Hotels is expanding its global reach by selecting Leonardo's technology solutions for hotel visual content management and distribution; as well as tools that will allow TOP INTERNATIONAL Hotels to better reach, engage, convert and satisfy online travel shoppers.

Under this agreement, TOP INTERNATIONAL Hotels has subscribed to the Premium version of Leonardo's [VScape Digital Asset Management System](#) to easily organize their digital assets for storage, retrieval and distribution to VNetwork, the world's largest network of travel websites.

By using Leonardo's [Media Approval & Workflow Engine](#), TOP INTERNATIONAL Hotels can streamline its media management and distribution processes. This allows individual properties to upload media directly to VScape for corporate approval, ensuring content adheres to brand standards on every distribution channel.

Hotel images are one of the most important considerations for consumers researching and booking hotels online. As such, TOP INTERNATIONAL Hotels selected Leonardo to ensure its hotels' visual content is distributed to the most important and broadest number of travel channels, including the specific types of channels relevant to TOP INTERNATIONAL Hotels' target demographics.



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### **VScope Digital Asset Management System**

Leonardo's VScope Digital Asset Management System will become TOP INTERNATIONAL Hotel's central media library for their hotel digital assets, stored in the cloud at Leonardo's North American Data Center campus at Equinix Ashburn Virginia, known as the "backbone of the internet," for a fast and user-friendly experience.

VScope enables TOP INTERNATIONAL Hotels to organize their digital media assets for storage, retrieval and distribution to the world's [largest network of travel websites](#), providing TOP INTERNATIONAL Hotels with the ability to:

- Syndicate visual content to over 170 Direct Connect travel websites and their affiliates, including all four GDSs, major OTAs, non-OTA travel research sites as well as tens of thousands of forward distribution channels.
- Ensure the right images are displayed for its hotels through automated matching.
- Upload images in any size and format and for automatic re-sizing and re-formatting to meet the requirements of each channel and device.
- Tailor image syndication for specific guest segments on corporate self-booking tools, leisure travel websites and specialty sites.
- Enhance the visual presentation of its hotels on thousands of travel channels

### **Beyond Connectivity**

As a digital technology company in the hospitality industry, Leonardo provides TOP INTERNATIONAL Hotels with a complete technology solution to better manage, store, retrieve and distribute its visual content to multiple travel channels; as well as the ability to further enhance its direct booking channels with solutions that improve the way its hotels are presented on their corporate website and property websites, such as Multi-Media Galleries optimized for desktop, smartphone and tablet, improving conversions – all using one central system.

*"Our technology solutions are designed to help hotel marketers better reach, engage, convert and satisfy online travel shoppers which is why TOP INTERNATIONAL Hotels has chosen*



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*Leonardo. Using our VScape Digital Asset Management System, TOP INTERNATIONAL Hotels can enhance the travel shopping journey with compelling images of their properties on all the websites travelers use to search for and book accommodations online,” says John McAuliffe, Leonardo’s President.*

*“Leonardo is the company of choice for travel suppliers who want to reach and convert more online travel shoppers. We are excited to get access to the industry’s largest network of travel websites but even more so, to utilize Leonardo’s capabilities, beyond connectivity, such as the Media Approval and Workflow Engine and Multi-Media Galleries, to enhance the visual presentation of our hotels online, all through one central system,” says Marcus Klar, Director Marketing & Development, COO, TOP INTERNATIONAL Hotels.*

### **About TOP INTERNATIONAL Hotels**

TOP INTERNATIONAL Hotels is an international cooperation with 3-5 star hotels in Europe, currently representing more than 400 properties all over the world. Established in April 1982, a group of hotels was brought together to profit from centralized sales activities & reservations, under the umbrella of a hotel consortia.

The company rapidly expanded in Europe, resulting in more than 200 hotel members in Germany and in all major countries & destinations in Europe. In 1995, the company introduced their own reservation system TOPREZ and the private label “TP” for the GDSs. Following this, TOP INTERNATIONAL Hotels in Switzerland merged with a former partner group, Welcome Chic Hotels, which resulted in the largest and leading hotel chain in Switzerland with over 80 hotels. As a result of continued growth and market conditions, the company decided to enlarge the existing services into segments of hotel franchise and management.

The next ten years were spent rapidly growing joint-ventures with other leading hotel companies in Europe, eventually resulting in a portfolio of more than 400 hotels all over the world. Learn more at [www.topinternational.com](http://www.topinternational.com)

### **About Leonardo**

Leonardo Worldwide Corporation is a technology company serving the global hospitality industry. Leonardo provides e-marketers at hotel brands, management companies, hotel properties and travel websites with technology solutions that improve the way they present their hotels online to travel shoppers.

Leonardo’s core products include Vizlly, a cloud-based Multi-Channel Digital Marketing System that makes it easy for hotel marketers to create and publish websites, mobile websites, social media apps and digital brochures for third party travel websites; VScape® Digital Asset Management System, an enterprise-level digital asset management and distribution tool that helps hotel chains better source, manage, organize, store, and publish media assets to direct



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and indirect online channels; and MediaConnect, advanced connectivity for travel websites to access the industry's definitive source of hotel certified visual content.

Key to all products is Leonardo's extensive connectivity. Using Leonardo's VNetwork, the largest travel website network in the global hospitality industry including GDSs, Meta Search sites, OTAs and more, hoteliers can publish their content and stories to millions of travel shoppers all over the world on the channels, devices and platforms they use to shop for hotels online.

For more information about Leonardo, visit [www.leonardo.com](http://www.leonardo.com).

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