



MARKETINGPLAN

2009

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



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 Blue), FAMILOTEL (marked in Yellow) and our joint venture partner VCH-Hotels Deutschland (marked in Orange). Starting on the 01st January 2009 until 31st December 2009 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, login section.
- Short summaries for various trade fairs will be given at www.topinternational.com or on www.topccl-hotels.com under press room, login section. 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 combined stand with Golden Tulip Hotels.

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 GOLDRES system.



SPECIAL INTEREST TRAVEL PLANNERS

Within our new established marketing partner Bruckmann media we will offer our partner hotels participation in a number of special interest travel planners and advisors. The product portfolio is ranging from hiking over to culinary trips, motor bike routes, cycling, wellness to historical paths and pilgrim travel. Participating hotels will be published as preferred locations and/or insider tip.

WELLNESS / MEDICARE PROMOTION

Following the very detailed and highly restricted selection criteria for implementing a hotel in a medical wellness or prevention distribution channel, we searched and found appropriate online partners, specialised in marketing activities with less restricting specifications. This will offer a vast number of wellness partner hotels to be considered in those product lines.

ODD-R - HOTEL DATABASE

In the end of the year 2008 the old hotel database ODD has been undertaken a complete relaunch. This new tool will enable our hotels to upload even more precise information on the individual hotel and with this giving out very accurate information to possible guests. By March 2009 all direct connected websites will be certified by Pegasus using this new system.

PRINT MEDIA DISTRIBUTION










After conducting a research on a number of online catalogue ordering websites, we will focus in 2009 on the market leaders of those ordering systems. With doing this the distribution of our print media, f.e. Hotel Directory and Happy Days brochure will be made available to an enormous amount of end users. Together with the online, interactive brochures on our website we will be highly sophisticated and modern in media distribution.








COMBINED ADVERTISEMENTS MASS MEDIA

After successfully having concluded marketing campaigns and targeted topic advertisements in high class magazines like „Feinschmecker“ and „Savoir Vivre“, we will in 2009 round up this success, with being present in mass print media, going out to millions of readers and potential clients. This activity shall be accompanied with newly established cross linked website partnerships and co-registration emailings.













CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2009 fairs		
	Training "More success and reaching your goals"	Rheinfelden	In cooperation with VCH Hotels Germany		
	Press information -Meetings & Incentives-		Introduction of product line -Meetings & Incentives- in selected press media		
	Distribution brochure -Meetings & Incentive-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
09. – 11. Jan 09	Reisemarkt	Rhein-Neckar-Pfalz	Local end user fair		X
09. – 10. Jan 09	Reisebörse	Bad Oeynhausen	Local end user fair		X
09. – 11. Jan 09	ReiseMarkt	Chemnitz	Local end user fair		
10. – 11. Jan 09	Hotel review winning game		Promotion of selected TOP/ TOPCCL Hotels in individual hotel review mails from easyres.com		
	Babyplus	Leipzig	Local end user fair		X
	Press information brochure -Happy Days-		Introduction of new -Happy Days- in selected press media		
	Distribution brochure -Happy Days-		Reprint of the brochure -Happy days- with various arrangements		
	Vakantiebeurs	Utrecht	Dutch end user fair		
16. – 18. Jan 09	Reise & Freizeit	Zwickau	Local end user fair		
17. – 18. Jan 09	Babymesse	Essen	Local end user fair		X
23. – 24. Jan 09	Distribution TOP CCL Guide 2009				
	Reisebörse Frankfurt	Neu-Isenburg	Local end user fair		
	Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
29. Jan – 01. Feb 09	Fespo	Zürich	Local end user fair Switzerland		X
30. Jan – 01. Feb 09	Dresdner ReiseMarkt	Dresden	Local end user fair		
	Press information -Watersport at TOP CCL Hotels-		Presentation of TOP CCL Hotels with outstanding water sport facilities, promoted in various media		












ACTIVITIES 2009

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
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.		
	- Ready to book-company mailing		Official announcement to company implants that accepted TOP / TOP CCL Hotels are book able on the electronic systems for negotiated rates.		
04. – 08. Feb 09	 Reisen	Hamburg	Local end user fair		X
06. – 07. Feb 09	Reisebörse Jena	Jena	Local end user fair		
	 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.		
06. – 08. Feb 09	Ferienmesse	St.Gallen	Local end user fair Switzerland		X
07. – 08. Feb 09	 Babyplus	Dresden	Local end user fair		X
	 Hotel.de e-newsletter sponsoring		Sponsoring of hotel.de e-newsletter. Free weekend sponsoring is mandatory for participating hotels.		X
	 Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
13. – 14. Feb 09	Reisebörse Bremen	Bremen	Local end user fair		
13. – 15. Feb 09	 Ferienmesse	Basel	Local end user fair Switzerland		X
	 Advertisement series - boulevard press-		Regional advertisement campaign in boulevard press media.		
14. – 15. Feb 09	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.		
19. – 22. Feb 09	BIT fair	Milan	Travel trade professional and end user fair in Italy		X
20. – 21. Feb 09	 Reisebörse	Leipzig	Local end user fair		X
	 Late participation requests for ADAC program		Last chance to join the ADAC summer program		
26. Feb 09	STB fair	Hamburg	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available.		X

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FEBRUARY					
26. – 28. Feb 09	 Kongress Christlicher Führungskräfte	tba	Christian leadership trade and end user congress		X
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following Goldres2 clean up		
	 Wellness Package Promotion in cooperation with selected web partners		Following the medical wellness activities, easy to handle wellness packages promotion with less restrictions will be implemented		
	Tagungshotel.com e-newsletter		Selected conference TOP/TOPCCL Hotels in this special edition		
MARCH					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	 BabyWelt	Wiesbaden	Local end user fair		
07. – 08. Mar 09	Gesundheits- und 55plus Messe	Krefeld	Local end user fair	X	
	 Hotel review winning game		Promotion of selected TOP/TOP-CCL Hotels in individual hotel review mails from easyres.com		
11. – 15. Mar 09	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our joint stand with Golden Tulip Hotels.		X
	 Press information -Summer in the city- TOP CCL Hotels-		Presentation of TOP CityLine Hotels with attractive Summer promotions, promoted in various media		
	Ehotel banner advertisement		Participation possibilities for banner ad on Ehotel website destination waiting screen		
18. – 19. Mar 09	EMIF fair	Brussels	International trade fair for conference- / seminar organizers		
18. – 21. Mar 09	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		X
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
19. – 22. Mar 09	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		X
20. – 21. Mar 09	Reisebörse Wetzlar	Wetzlar	Local end user fair		
20. – 22. Mar 09	 Ferienmesse	Freiburg	End user fair		X

ACTIVITIES 2009

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MARCH					
26. Mar 09	 ADAC editorial		Print advertisement in the ADAC club magazine		
	STB fair	Mainz	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available.		X
	Touristik- und Freizeitmesse	Darmstadt	Local end user fair		
27. – 29. Mar 09					
28. Mar – 05. Apr 09	 Saarmesse	Saarbrücken	Local end user fair		X
APRIL					
19. – 21. Apr 09	 Telemarketing-Training	tba	In cooperation with VCH Hotels Germany		
	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
	 Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	 Sales Blitz	Region Frankfurt a.M.	Sales Blitz Action VCH Hotels		
	 TOP INTERNATIONAL Hotels & Corporate Partners Annual Meeting	tba	Meeting with our hoteliers, partners, journalists and the colleagues of the TOP / TOP CCL offices.		
	Press information -TOP Meeting -		Press information of TOP Meeting		
	GTM – Germany Travel Mart	Rostock	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
25. Apr – 05. May 09	 Maimarkt	Mannheim	Local end user fair		X
	 BabyWelt	Stuttgart	Local end user fair		
MAY					
01. – 03. May 09	 Sales-Blitz	Switzerland	Sales Blitz Action VCH Hotels		
	 Töpfermarkt Schloss Beugen	Rheinfelden	Local public event		X
	 Event „Meetings & Incentives“	Hohe Wacht	Invitation of press, conference organizers and incentive agencies to presentation on meeting and incentive possibilities in this region.		
05. – 08. May 09	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X











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MAY					
09. – 10. May 09	 Baby + Kind	Freiburg	Local end user fair		X
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
	 Hotel review winning game		Promotion of selected TOP/TOP-CCL Hotels in individual hotel review mails from easyres.com		
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	 Hotel Information 2010		Collection of hotel facts & figures for 2010		
	Corporate website marketing		Individual hotels may select a limited number of keywords/phrases to describe their hotel.		
20. – 24. May 09	 Evangelischer Kirchentag	Bremen	Christian meeting for end user		X
	 Press trip Iceland	Reykjavik	Fam trip style personal presentation of Icelandic OP CCL hotels to journalists		
26. – 28. May 09	IMEX fair 09	Frankfurt	International trade fair for conference- / seminar organizers		
	-Group tariffs 2010- rate request		Collection of Group tariffs 2010 in the new concept of 2010 - coach bus friendly hotels-		
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
JUNE					
	 Sales-Blitz	Essen, Bonn, Düsseldorf, Cologne	Sales Blitz Action VCH Hotels		
	Rate Information 2010		Collection of rates for 2010		
05. – 07. Jun 09	 FamExpo	Winterthur	Local end user fair Switzerland		X
05. – 14. Jun 09	 Hessentag	Langenselbold	Local end user fair		X
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	 Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
	 Press information - Golf at TOP CCL Hotels -		Presentation of TOP CityLine Hotels with attractive Golfer promotions, promoted in various media		












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JUNE					
16. – 17. Jun 09	SABRE Upsell functionality update		Selling higher room category automatically through all SABRE travel agents functionality.		
	STB fair	Berlin	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available.		X
	■ Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
20. – 28. Jun 09	■ Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
	■ Kieler Woche	Kiel	Local end user fair		X
JULY					
31. July 09	Consortia Selection 2010		Hotel selection on various consortia participation for 2010		
	■ Sales-Blitz	Stuttgart, Karlsruhe	Sales Blitz Action VCH Hotels		
	■ Roadshow Kolping Hotels & Resorts	tba	Roadshow with corporate partners of VCH Hotels		
	■ Press information - „Golden autumn at TOPCCL“ -		Introduction of special created „Golden autumn“ Packages in selected TOPCCL Hotels, accompanied by pressinformation		
	■ Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
	■ Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	American Express cardholders campaign		AMEX cardholder campaign continues with selected individual hotel marketing messages on invoices		
	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2010		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients.		
AUGUST					
04. – 06. Aug 09	Hotel.de e-newsletter sponsoring		Sponsoring of hotel.de e-newsletter. Free weekend sponsoring is mandatory for participating hotels.		
	RDA Workshop	Cologne	Coach- and bus organizer travel trade fair.	X	
	■ Sales-Blitz	Hamburg, Kiel	Sales Blitz Action VCH Hotels		

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AUGUST					
20. Aug 09	STB fair	Düsseldorf	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available.		X
	■ Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	■ Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
	EuroBus - group tariffs promotion		Various group marketing activities with coach media market leader EuroBus		
	■ Sales-Blitz	Hanover	Sales Blitz Action VCH Hotels		
SEPTEMBER					
26. Sep – 04. Oct 09	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	■ Telemarketing-Training	tba	In cooperation with VCH Hotels		
	■ Sales-Blitz	Berlin	Sales Blitz Action VCH Hotels		
	Preparation Marketing Plan 2010		TOP/TOP CCL hotels send their input and requests for the planning 2010		
	■ Oberrheinmesse	Offenburg	Local end user fair		X
	■ Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press 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/TOP-CCL Hotels in individual hotel review mails from easyres.com		
	■ Sales-Blitz	Munich, Nuremberg	Sales Blitz Action VCH Hotels		
	Preparation brochure -Meetings&Incentives 2010-		Start of collecting information for the Brochure Meetings&Incentives 2010-		
30. Sep – 01. Oct 09	Business Travel Show	Düsseldorf	Corporate buyers travel fair.		X
OCTOBER					
09. – 10. Oct 09	■ Preparation brochure -TOP CCL Guide 2010-		Start of collecting information for the Brochure - Happy Days 2010 -		
	■ Tour Salon	Poznan	Travel trade / Local end user fair Polen		X
	Reisebörse	Regensburg	Local end user fair		

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OCTOBER					
16. – 17. Oct 09	 Training "More success and reaching your goals"	Rheinfelden	In cooperation with VCH Hotels Germany		
	Reisebörse	Nuremberg	Local end user fair		
17. – 25. Oct 09	Preparation brochure -Happy Days 2010-		Start of collecting information for the Brochure - Happy Days 2010 -		
	 INFA	Hanover	Local end user fair		X
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	 Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
23. – 24. Oct 09	Reisebörse	Cologne	Local end user fair		
23. – 25. Oct 09	Touristik- und Freizeitmesse	Mainz	Local end user fair		
	 EXPEDIA marketing		Preparation of various EXPEDIA marketing actions		
31. Oct – 08. Nov 09	 Consumenta	Nuremberg	Local end user fair		X
NOVEMBER					
03. Nov 09	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	 Press information - TOP Vouchers		TOP Vouchers for a Christmas present		
	STB fair	Munich	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available.		
07. – 08. Nov 09	Gesundheits- und 55plus Messe	Mönchen- gladbach	Local end user fair	X	
	 Press information - „Wintersport at TOPCCL“ -		Introduction of special created „Wintersport“ Packages in se- lected TOPCCL Hotels, accompa- nied by pressinformation		
	 Family09 – NÖ Familienpass	Wiener Neustadt	Local end user fair		
	 Ideenmarkt	tba	VCH workshop with combined trade fair		X
	WTM - World Travel Market	London	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our joint stand with Golden Tulip Hotels.		X

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NOVEMBER					
	 Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		
	 Familie & Heim	Stuttgart	Local end user fair		X
	 Hotel review winning game		Promotion of selected TOP/TOP-CCL Hotels in individual hotel review mails from easyres.com		
	 Kiddyworld	Ulm	Local end user fair		
18. – 22. Nov 09	 Touristik & Caravaning International	Leipzig	Local end user fair		X
	Christmas mailing to company, consortia, conference organizers.		- Thanks for the cooperation in 2009 - calendar mailing		
27. – 29. Nov 09	 Reisemesse	Friedrichshafen	Local end user fair		X
DECEMBER					
	 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.		
	EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X
	 Press information -Christmas & New Years Trips-		-Last minute offers for Christmas & New Years trips- promoted through selected media		
	 Bimonthly TOP/TOPCCL/VCH Hotel News		Internal newsletter on the most recent and updated activities and partners.		
	 Advertisement series - boulevard press -		Regional advertisement campaign in boulevard press media.		



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 in 2002 has entered into a joint venture agreement with GOLDEN TULIP HOTELS. Both independent companies join forces in belongs of sales activities, advertising (hotel guide, website, etc), exhibition appearance and reservation system developments.



Golden Tulip Hotels, Inns & Resorts represents three to five-star business and resort hotels with international standards of comfort, service and facilities. Each hotel offers its own individual character, whilst reflecting the flavour of its location. As part of its strategic expansion the group has formed a joint venture with TOP INTERNATIONAL Hotels, thus increasing the total portfolio to more than 780 hotels in 50 countries, thus 780 opportunities to experience the concept of international standards and local flavours.



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.



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 TCL TOP Conference Line 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 TCL 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 TCL is a one-stop-agency providing fast service with knowledge of the hotel industry and customer needs.



FAMILHOTEL: The new joint venture partner FAMILHOTEL represents 50 hotels in the three and four star category throughout 5 countries in Europe. They are mainly based in beautiful and attractive leisure destinations. The concept is focused on holiday stays for parents with children in especially family friendly qualified hotels. The personal attendance of the children's day-care and playgroups, leaves the decision to the guest whether they want to spend the time together or leave their kids in trained and caring hands of the hotel staff.

GOLDRES2

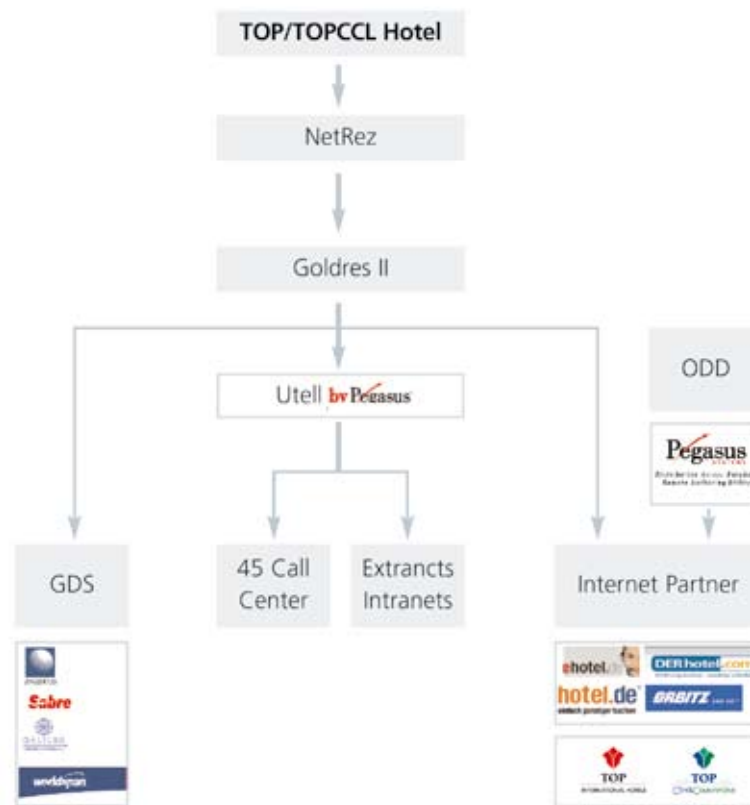
TOP's own reservation system (CRS) under the name of GOLDRES2, with own private chain code TP.

GOLDRES2 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 Goldres2 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.



Impression ITB trade fair





TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

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