

MARKETINGPLAN 2010

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

- PRELIMINARY VERSION -



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), FAMILOTEL (marked in Yellow), our marketing alliance partner Falkensteiner Hotels & Residences (marked in Blue) and VCH-Hotels Deutschland (marked in Orange). Starting on the 01st January 2010 until 31st December 2010 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 concent-rate on the following points:

- Addresses- or contact reports will not 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.



TOPrez – 2010

The milestones for a successful future will be set in 2010. Already in the beginning of 2010 the first steps for the implementation of our new TOPrez system will be taken and our hotels slowly move to the most advanced and sophisticated Central Reservation System (CRS) available. This new system will be powered by our long lasting partner PEGASUS Solutions / UTELL.

The developments and investments, done in 2009, will now come into effect and the new TOPrez System will set standards in the world of electronic distribution, which other hotel chains will struggle with. TOP INTERNATIONAL Hotels & Corporate Partners started the preparation for this major improvement way back in 2008 when the first sights of the global crisis could be foreseen. The timely advantage is now paying off, and within 2010 the TOP / TOP CCL Hotels will be ahead of the competition and well prepared for any future developments in distribution.

CORPORATE WEBSITE - HOTEL WEBSITES

Most aggressively we are approaching the new generation of internet users. To meet the rising demands and social networking needs of our customers the TOP INTERNATIONAL Hotels and Corporate Partner websites will undergo a complete re-launch. This will not only effect the look and feel, but also the flexibility and user friendly setup which will boost click rates and conversion ratios. Social media content, f.e. hotel reviews, extended destination descriptions with travel tips, implemented multimedia features and interactive mapping, all with easy to use navigation provides information for every kind of selection criteria. An additional dynamic packaging tool will allow our hotels to sell any extra or service they can think of.

TRADE FAIR PRESENTATION

Right on time for the most important travel trade fair, ITB 2010, we will present our new trade fair concept. Clear structure, fine colours and designed presentation in a stylish surrounding will build the perfect atmosphere for successful business meetings with partners and new clients. As in the past years we urge all our member hotels to use the occasion of this international fair to soak up new travel trends and meet new and existing clients. Every hotelier is most welcome to use the hospitality on our corporate stand.

| 004 005 | ACTIVITIES 2010 | | | | |
|-------------------------|--|-------------------|---|-------|-------|
| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
| JANUARY | | | | | |
| | Participation request for co exhibitors | | Reserve your co exhibitor place for the 2010 fairs | | |
| 08. Jan – 10. Jan 10 | Reisemarkt Rhein-Neckar-Pfalz | Mannheim | Local end user fair | | х |
| 08. Jan – 09. Jan 10 | Reisebörse | Bad Oeynhausen | Local end user fair | | х |
| 08. Jan – 10. Jan 10 | ReiseMarkt | Chemnitz | 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 easyres.com | | |
| 16. Jan – 17. Jan 10 | Babyplus | Leipzig | Local end user fair | | Х |
| | Distribution brochure -Happy Days- | | Reprint of the brochure -Happy days- with various arrangements | | |
| 13. Jan – 17. Jan 10 | Vakantiebeurs | Utrecht | Dutch end user fair | | |
| | Implementation of new Corporate website | | New look and feel on corporate website | | |
| 14. Jan – 17. Jan 10 | GO BRNO | Brno | Czech local end user fair | | х |
| 15. Jan – 17. Jan 10 | Reise & Freizeit | Zwickau | Local end user fair | | |
| 16. Jan – 24. Jan 10 | C.M.T. | Stuttgart | Local end user fair | | Х |
| | Distribution TOP CCL Guide 2010/2011 | | | | |
| 22. Jan – 23. Jan 10 | Reisebörse Frankfurt | Neu-Isenburg | Local end user fair | | |
| 24. Jan 10 | Kinderzauber | Hamburg | Local end user fair | | Х |
| 24. Jan – 26. Jan 10 | actb | Vienna | Austria incoming leisure business fair | | Х |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| 28. Jan – 31. Jan 10 | Fespo | Zurich | Local end user fair Switzerland | | x |
| | Individual hotel website online booking tool | | Individual hotels have the possibility to implement our online booking tool | | |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|--|------------|--|-------|-------|
| 29. Jan – 31. Jan 10 | Dresdner ReiseMarkt | Dresden | Local end user fair | | |
| 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 | | |
| 04. Feb – 07. Feb 10 | Holiday World | Prague | Czech local end user fair | | Х |
| | -Ready to book- company mailing | | Official announcement to company implants that accepted TOP / TOP CCL Hotels are bookable on the electronic systems for negotiated rates | | |
| 05. Feb – 06. Feb 10 | Reisebörse Jena | Jena | Local end user fair | | |
| 10. Feb – 14. Feb 10 | Reisen | Hamburg | 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 | - | |
| 05. Feb – 07. Feb 10 | Ferienmesse | Basel | Local end user fair Switzerland | | х |
| 06. Feb – 07. Feb 10 | Babyplus | Dresden | Local end user fair | | х |
| | Hotel.de e-newsletter sponsoring | | Sponsoring of hotel.de e-newsletter Free weekend sponsoring is mandatory for participating hotels | r. | |
| | Bimonthly TOP/TOPCCL Hotel News | | Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels | | |
| 12. Feb – 14. Feb 10 | Ferienmesse | St. Gallen | Local end user fair Switzerland | | Х |
| | Dynamic packaging going live | | Sell of extra amenities and dynamic packaging through TOPrez | | |
| 13. Feb – 14. Feb 10 | KIDS | Halle | Local end user fair | | Х |
| | Monthly pressinformation | | Corporate or individual press information distributed to travel media | | |
| 18. Feb 10 | STB fair | Hamburg | Conference-/seminar organizers fair. Limited number of co exhibitor spaces available | | х |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|--|-------------------|---|-------|-------|
| FEBRUARY | | | | | |
| | Company rates loading check | | Mailing to all hotels, checking company rates loadings and following Goldres2 clean up | | |
| 18. Feb – 22. Feb 10 | f.r.e.e. | Munich | Local end user fair | | |
| 19. Feb – 20. Feb 10 | Reisebörse Bremen | Bremen | Local end user fair | | |
| 20. Feb – 21. Feb 10 | Reisemarkt Vogtland | Plauen | Local end user fair | | |
| | American Express cardholders campaign | | AMEX cardholder campaign starts with "Did you enjoy your stay at ou TOP Hotel" message on invoices | r | |
| 18. Feb – 21. Feb 10 | BIT fair | Milan | Travel trade professional and end user fair in Italy | | |
| 21. Feb – 22. Feb 10 | Hochzeit, Baby, Kind | Potsdam | Local end user fair | | Х |
| 26. Feb – 27. Feb 10 | Reisebörse | Leipzig | Local end user fair | | Х |
| | Late participation requests for ADAC program | | Last chance to join the ADAC summer program | | |
| | 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 | | |
| 04. Mar – 07. Mar 10 | Utazás | Budapest | Hungarian local end user fair | | Х |
| 05. Mar – 06. Mar 10 | Reisebörse | Leonberg | Local end user fair | | |
| | Hotel review winning game | | Promotion of selected TOP/TOPCC Hotels in individual hotel review mails from easyres.com | L | |
| 10. Mar – 14. Mar 10 | ITB fair | Berlin | International travel trade and end user fair. Meeting point for all hoteliers and possibility of appoint- ment scheduling on our stand | | X |
| 13. Mar – 14. Mar 10 | Baby + Kind | Ludwigs- hafen | End user fair | | х |
| | Ehotel banner advertisement | | Participation possibilities for bann ad on Ehotel website destination waiting screen | er | |
| 17. Mar – 18. Mar 10 | EMIF fair | Brussels | International trade fair for conference- / seminar organizers | | |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|--|-------------------------------------|---|-------|-------|
| MARCH | | | | | |
| | Sales Blitz | Region Frankfurt a.M. | Sales Blitz Action VCH Hotels | | |
| 17. Mar – 20. Mar 10 | M.I.T.T. fair | Moscow | Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin | | Х |
| | Start of preparation for TOPrez NG | | Hotelupdates and loadings must be completed by this date | | |
| 19. Mar – 21. Mar 10 | Ferienmesse | Freiburg | Local end user fair | | |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| 25. Mar – 28. Mar 10 | TUR fair | Gothenburg | Leading tourism and travel trade fair in Scandinavia | | Х |
| | Telemarketing-Training | tba | In cooperation with VCH Hotels Germany | | |
| | ADAC editorial | | Print advertisement in the ADAC club magazine | | |
| APRIL | | | | | |
| | DER Corporate Kick off Meeting | Frankfurt | Introduction on the upcoming RFP season for the DER corporate programs | Х | |
| | Bimonthly TOP/TOPCCL Hotel News | | Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels | | |
| 10. Apr – 18. Apr 10 | Saarmesse | Saarbrücken | Local end user fair | | Х |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| 15. Apr – 17. Apr 10 | Caritaskongress | Berlin | Specialised Christian congress | | Х |
| 16. Apr – 17. Apr 10 | Reisebörse | Frankfurt | Local end user fair | | |
| 18. Apr – 21. Apr 10 | GTM – Germany Travel Mart | Mainz | Germany incoming leisure business fair. Limited number of co exhibitor spaces available | | Х |
| | Sales-Blitz | Essen, Düsseldorf, Köln, Bonn | Sales Blitz Action VCH Hotels | | |
| 23. Apr – 24. Apr 10 | Reisebörse | Dresden | Local end user fair | | |
| 25. Apr – 27. Apr 10 | TOP INTERNATIONAL Hotels & Corporate Partners ANNUAL MEETING | tba | Meeting with our hoteliers, part- ners, journalists and the colleagues of the TOP / TOP CCL offices | | |
| 24. Apr – 04. May 10 | Maimarkt | Mannheim | Local end user fair | | Х |
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| CALENDER ACTIVITIES/EVENTS LOCATION DESCRIPTION VISIT ST MAY MAY HRG Travel Kick off Meeting tba Presentation on the upcoming RFP season for the HRG consortia program X 04. May - ATM - Dubai Travel trade professional fair in Saudi Arabia Image: Conservation of the trade professional fair in Saudi Arabia Image: Conservation of the trade professional fair in Saudi Arabia Image: Conservation of the trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image: Conservation of trade professional fair in Saudi Arabia Image | X X X |
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| HRG Travel Kick off MeetingtbaPresentation on the upcoming RFP season for the HRG consortia programX04. May - 07. May 10ATM - Arabian Travel MarketDubaiTravel trade professional fair in Saudi ArabiaImage: Conference-/seminar organizers fair. Limited number of co | X |
| RFP season for the HRG consortia program04. May - 07. May 10ATM - Arabian Travel MarketDubaiTravel trade professional fair in Saudi ArabiaImage: Conference-Iseminar organizers fair. Limited number of co exhibitor spaces availableImage: Conference-Iseminar organizers fair. Limited number of co fair. | X |
| 07. May 10Arabian Travel MarketDottedin Saudi Arabia05. May 10STB fairEssenConference-/seminar organizers fair. Limited number of co exhibitor spaces availableImage: State of the space o | X |
| 10. May – 12. May 10 Hebammen Kongress Düsseldorf Specialised congress for mid wives Image: Corporate or individual press information 10. May – 10. May – 10. May – Specialised congress for mid wives Image: Corporate or individual press information 10. May – 10. May – 10. May – Specialised congress for mid wives Image: Corporate or individual press information 10. May – 10. May – 10. May – Specialised congress for mid wives Image: Corporate or individual press information 10. May 10 10. May – 10. May – Specialised congress for mid wives Image: Corporate or individual press information 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 10. May 10 | |
| Hotels in individual hotel review mails from easyres.com 10. May - 12. May 10 Hebammen Kongress Düsseldorf Specialised congress for mid wives Image: Corporate or individual press information Monthly pressinformation Potsdam Corporate or individual press information | Х |
| 12. May 10 Potsdam Corporate or individual press information Monthly pressinformation Potsdam Corporate or individual press information | Х |
| pressinformation mation distributed to travel media | |
| 12. May – Kirchentag Munich Specialised Christian | |
| 16. May 10 end user fair | х |
| Hotel Information 2011 Generation 2011 Collection of hotel facts & figures for 2011 | |
| Corporate website marketingIndividual hotels may select a limited number of keywords/ phrases to describe their hotel | |
| 25. May - 27. May 10IMEX fairFrankfurtInternational trade fair for conference- / seminar organizers | х |
| -Group tariffs 2011- rate request Collection of Group tariffs 2011 | |
| 28. May - 30. May 10FamExpoWinterthurLocal end user fair Switzerland | х |
| 28. May – 06. Jun 10HessentagLangensel- boldLocal end user fair | х |
| JUNE | |
| BCD Travel Kick off Meeting tba Presentation on the upcoming X program X | |
| 04. Jun – 06. Jun 10BundestafeltreffenRosenheimSpecialised Christian congress | Х |
| Rate Information 2011 Collection of rates for 2011 | |
| 11. Jun – 13. Jun 10BabyexpoViennaLocal end user fair Austria | х |
| 13. Jun 10ChristustagBernSpecialised Christian fair in SwitzerlandX | |
| Quarterly e-NewsletterNews and special offers of TOP CCL Hotels to clients | |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|---|-------------------------|--|-------|-------|
| | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
| JUNE | | | | | |
| | Sales-Blitz | Stuttgart, Karlsruhe | Sales Blitz Action VCH Hotels | | |
| | BabyWelt | Hamburg | Local end user fair | | |
| | Weekend voucher auction "Die Zeit" | | Sponsor a free weekend stay for an auction and receive free advertisement | | |
| 19. Jun – 20. Jun 10 | Baby + Kind | Freiburg | Local end user fair | | Х |
| | SABRE Upsell functionality update | | Selling higher room category auto- matically through all SABRE travel agents functionality | | |
| | Distribution of corporate company turnovers | | Distribution of turnover statistics to corporate clients | | |
| | Monthly pressinformation | | Corporate or individual press infor- mation 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 – 27. Jun 10 | Kieler Woche | Kiel | Local end user fair | | |
| 30. Jun 10 | STB fair | Stuttgart | Conference-/seminar organizers fair. Limited number of co exhibitor spaces available | | Х |
| JULY | | | | | |
| | Consortia Selection 2011 | | Hotel selection on various consortia participation for 2011 | | |
| | TOPrezNG going live | | TOPrezNG Impelematation | | |
| | Sales-Blitz | Berlin | Sales Blitz Action VCH Hotels | | |
| 27 Jul – 29. Jul 10 | RDA Workshop | Cologne | Coach- and bus organizer travel trade fair | | Х |
| | Hotel review winning game | | Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com | | |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| | American Express cardholders campaign | | AMEX cardholder campaign conti- nues with selected individual hotel marketing messages on invoices | | |
| 31. Jul 10 | Corporate company turnover requests | | Turnover request of the top companies for preparation of the negotiations 2010 | | |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|--|-------------|--|-------|-------|
| AUGUST | | | | | |
| | Hotel.de e-newsletter sponsoring | | Sponsoring of hotel.de e-newslet- ter. Free weekend sponsoring is mandatory for participating hotels | | |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| | Bimonthly TOP/TOPCCL Hotel News | | Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels | | |
| 31. Aug 10 | STB fair | Frankfurt | Conference-/seminar organizers fair. Limited number of co exhibitor spaces available | | Х |
| | EuroBus - group tariffs promotion | | Various group marketing activities with coach media market leader EuroBus | | |
| SEPTEMBER | | | | | |
| | Quarterly e-Newsletter | | News and special offers of TOP CCL Hotels to clients. | | |
| | Sales-Blitz | Switzerland | Sales Blitz Action VCH Hotels | | |
| 19. Sep 10 | Weltkindertagsfest | Berlin | Local end user fair | | Х |
| | Preparation -Marketing Plan 2011- | | TOP/TOP CCL hotels send their input and requests for the planning 2011 | | |
| 25. Sep – 03. Oct 10 | Oberrheinmesse | Offenburg | Local end user fair | | х |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| 29. Sep – 30. Sep 10 | Business Travel Show | Duesseldorf | Corporate buyers travel fair | | |
| | American Express cardholders campaign | | AMEX cardholder campaign con- tinues 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 | - | |
| OCTOBER | | | | | |
| | Sales-Blitz | Hamburg | Sales Blitz Action VCH Hotels | | |
| | Preparation brochure -Meetings & Incentives 2011- | | Start of collecting information for the Brochure -Meetings & Incentives | ;- | |
| | Preparation brochure -TOP CCL Guide 2011- | | Start of collecting information for the Brochure -TOP CCL Guide- | | |
| | | | | | |

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|---|--------------------|--|-------|-------|
| OCTOBER | | | | | |
| 01. Oct – 02. Oct 10 | Reisebörse | Dessau | Local end user fair | | |
| 04. Oct – 05. Oct 10 | ACCESS | Vienna | Conference-/seminar organizers fair Austria | | х |
| | Tour Salon | Poznan | Travel trade / Local end user fair Poland | | Х |
| 15. Oct – 17. Oct 10 | Intersana | Augsburg | Medical and -best ager- local end user fair | | |
| | Bimbi | Milan | Italian local end user fair | | х |
| | Preparation brochure -Happy Days 2011- | | Start of collecting information for the Brochure -Happy Days- | | |
| 16. Oct – 24. Oct 10 | INFA | Hanover | Local end user fair | | Х |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| | Telemarketing-Training | tba | In cooperation with VCH Hotels Germany | | |
| 22. Oct – 23. Oct 10 | Reisebörse | Cologne | Local end user fair | | Х |
| | Bimonthly TOP/TOPCCL Hotel News | | Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels | | |
| 24. Oct – 01. Nov 10 | Consumenta | Nuremberg | Local end user fair | | х |
| 26. Oct 10 | STB fair | Munich | Conference-/seminar organizers fair. Limited number of co exhibitor spaces available | | |
| | Baby + Kind | Sindelfingen | Local end user fair | | х |
| | BabyWelt | Munich | Local end user fair | | |
| | EXPEDIA marketing | | Preparation of various EXPEDIA marketing actions | | |
| NOVEMBER | | | | | |
| | Quarterly e-Newsletter | | News and special offers of TOP CCL Hotels to clients. | | |
| | Terra Tage | Austria | Austrian travel agent meeting | | х |
| | Family09 – NÖ Familienpass | Wiener Neustadt | Local end user fair | | |

ACTIVITIES 2010

| CALENDER | ACTIVITIES/EVENTS | LOCATION | DESCRIPTION | VISIT | STAND |
|-------------------------|--|-----------|--|-------|-------|
| NOVEMBER | | | | | |
| | WTM - World Travel Market | London | International travel trade and end user fair. Meeting point for all hoteliers and possibility of appoint- ment scheduling at our stand. | | Х |
| | Weekend voucher auction "Die Zeit" | | Sponsor a free weekend stay for an auction and receive free advertisement | | |
| | BabyWelt | Stuttgart | Local end user fair | | |
| | Monthly pressinformation | | Corporate or individual press infor- mation 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 | | |
| 17. Nov – 21. Nov 10 | Touristik & Caravaning International | Leipzig | Local end user fair | | Х |
| 20. Nov – 28. Nov 10 | Du + Deine Welt | Hamburg | Local end user fair | | Х |
| | Christmas mailing to company, consortia, conference organizers | | - Thanks for the cooperation in 2010 - calendar mailing | | |
| DEZEMBER | | | | | |
| | Participation request for sponsoring winning games | | Preparation of co operation with selected magazines, newspapers, e for sponsored draws. Sponsoring o free stays voucher of a certain value is mandatory for participation. | f | |
| | Sales-Blitz | Germany | Sales Blitz Action VCH Hotels | | |
| | EIBTM | Barcelona | International trade fair for confe- rence- / seminar organizers | | Х |
| | Monthly pressinformation | | Corporate or individual press infor- mation distributed to travel media | | |
| | Bimonthly TOP/TOPCCL Hotel News | | Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels | | |
| | | | | | |

New in 2010 📕 Exclusively for TOP CCL 📒 In cooperation with FAMILOTEL 📕 In cooperation with VCH 📕 In cooperation with FALKENSTEINER Hotels 📃 States fixed trade fair rates



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 VCH-Hotels, Familotel and Falkensteiner. Both independent companies join forces in belongs of sales activities, advertising (hotel guide, website, etc), exhibition appearance and reservation system developments.



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 INTERNATIO-NAL and VCH-Hotels partnership.



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.



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.



FAMILOTEL: The new joint venture partner FAMILOTEL 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.



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!

GOLDRES2

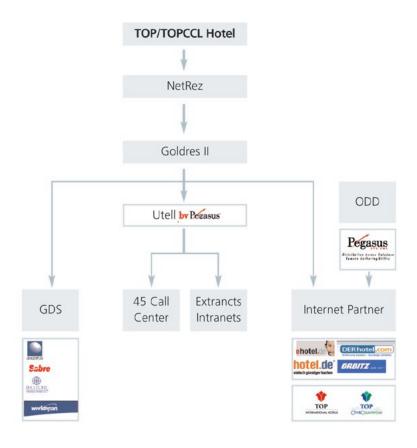
TOP's own reservation system (CRS) under the name of GOLDRES2, with own private chain code TP.

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





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