



SALES-FORCE
 MARKETING-TOOLS
 TRAINING-DAYS
 ERFOLGSBILANZ
 RESERVATION SYSTEM
 THAT'S IT
 GANZHEITLICH
 TOURISMUS
 WEGWEISER
 KOMMUNIZIEREN
 NISCHEN-MÄRKTE
 SUPER AUFGESTELLT
 BUSINESS AS USUAL
 FLEXIBILITÄT
 ZIELSETZUNG
 FLEXIBILITÄT
 ZIEL
 ANSPORN
 AUSTAUSCH
 QUALIFIZIERT
 QUALIFIZIERT
 TRAVEL
 NEUE WEGE
 EFFIZIENZ
 FAHRPLAN
 MEHR IST MEHR
 EVENTS
 MESSE
 NEUE MÖGLICHKEITEN
 KEY-ACCOUNT
 IMPULSE
 CENTRAL

MARKETING PLAN 2015

TOP MARKETINGPLAN 2015



TOP INTERNATIONAL
 HOTELS & CORPORATE PARTNERS



ACTIVITIES 2015

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 2015 until 31st December 2015 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
- Short summaries for various trade fairs will be given at www.topinternational.com under press room. Certain fairs have a co exhibitor contribution fee. Key travel trade fairs as ITB 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 2015

EXPANDING THE INTERNET/ELECTRONIC DATABASE DEPARTMENT

A vast and breath-taking increase of interfaces and various connections of electronic databases have been established throughout 2014. Keeping control of quality and quantity of content in such powerful and essential back office systems is no longer a task which can be done alongside the daily topics. TOP always guarantees the highest possible standards in electronic distribution and "content is king" is not just a saying, content drives business! Therefore in 2015 a new position has been created in the TOP Head Office; the Net Electronic Research Developer. A dedicated position, keeping the overview on databases, web activities, Google statistics and future IT developments.

EXPLORING EUROPEAN AND GLOBAL META-SEARCH MARKETS











The success of cutting business from high cost effective commissionable and retail sites and move this to TOPs own Internet Booking Engine (IBE) has been proven in the past year. In order to get used and familiar with such distribution models, TOP has been concentrating on their home base market Germany. The experience is now there and each and every possible optimization took place. As of beginning 2015 we will explore new frontiers and expand our partnership with Meta search sites to additional country landing pages ranging from Scandinavian countries to South European sites. On all relevant feeder markets the TOP Connect interface will be available.

BRAND RECOGNITION PARTNER MARKETING

Due to the philosophy and the diversity of hotel portfolio of TOPs member hotels, the brand recognition directly to the individual end-user is not a high priority for TOPs marketing strategy. It is far more important to have well known partners spread the word on Europeans best hotel cooperation and its member hotels. For such purposes TOP is and will be partnering with high class partners being in the position of having a wide public awareness. Just to name a few; American Express card campaigns, Deutsche Bahn, Santander/DKB/Wüstenrot credit card holders, AirPlus company payment solutions for key account acquisition and much more. Though even not being a branded hotel cooperation TOP does find the right solutions and partners to turn this challenge into success.

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	■ Hotel Availability Screen		AMADEUS-GDS marketing campaign for selected destinations on Hotel Availability Screen		
09. Jan – 11. Jan 15	■ Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
09. Jan – 11. Jan 15	ReiseMarkt	Chemnitz	Local end user fair		
15. Jan – 18. Jan 15	Ferien Messe Wien	Vienna	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
13. Jan – 18. Jan 15	Vakantiebeurs	Utrecht	Dutch end user fair		
	■ American Express Newsletter		Newsletter with special spring offer to 150.000 Amex cardholders		
16. Jan – 18. Jan 15	Reise & Freizeit	Zwickau	Local end user fair		
17. Jan – 25. Jan 15	C.M.T.	Stuttgart	Local end user fair		
21. Jan – 23. Jan 15	■ Distribution TOP CCL Guide 2015				
	■ Sales Manager Meeting	Berlin	Yearly meeting of VCH Sales Managers		
	■ Interactive TOP brochures		Enhanced version of online interactive TOP MEETING brochure with outside links and request forms		
29. Jan – 01. Feb 15	Fespo	Zurich	Local end user fair Switzerland		
30. Jan – 01. Feb 15	Dresdner ReiseMarkt	Dresden	Local end user fair		
	Sales Meeting	Duesseldorf	Combining the Sales forces of TOP, Falkensteiner and VCH		
	Yearly company turnover request		Mark this date for the most important figures for Sales action		
	■ Groups Welcome		Launch of TP.com submenu "Especially for group travel" dedicated for tour- and coach bus organizers listing hotels perfectly located and well established in group travel. Selected hotels only.		

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JANUARY					
	 Country Meta landing pages		Starting to implement additional country pages and languages. In this batch .CO.UK and .IE		
	 WF Blog Merger		blog.wellnessfinder.com merges with wellnessfinder.com/news to centralize site impressions to main site		
31. Jan – 02. Feb 15	Fiets en Wandelbeurs	Amsterdam	Dutch 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		
	 Webinar on Content		In cooperation with Trivago, TOP's own webinar session on the importance of content and biasing hotel listings		
02. Feb – 03. Feb 15	 German Hotel Congress	Berlin	German hoteliers meet and discuss future trends	X	
04. Feb – 08. Feb 15	Reisen	Hamburg	Local end user fair		
05. Feb – 09. Feb 15	Salon des Vacances	Brussels	Belgian local end user fair		
12. Feb – 14. Feb 15	BIT fair	Milan	Travel trade professional and end user fair in Italy		
	 Card4you banner		Bimonthly banner advertising on password protected user website		
	 EXPEDIA		New payment model implemented Hotel Collect and/or Expedia Collect for D properties only		
13. Feb – 15. Feb 15	 Ferienmesse	Basel	Local end user fair Switzerland		X
25. Feb – 26. Feb 15	Business Travel Show	London	International corporate and conference organizers trade fair	X	
26. Feb – 28. Feb 15	 Congress of christian leadership	Hamburg	Christian trade fair covering various topics and speeches		X
	 Re-launch WF 3.0		Wellnessfinder.com launching responsive design for optimized Smartphone/Tablet usage		
	 Google AdWords		Campaign focused on topinternational.com landing page		

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
FEBRUARY					
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following TOPREZ clean up		
	ITB development		aggressive development acquisition action for attending hoteliers and hotel owners to the ITB 2015		
18. Feb – 22. Feb 15	free Freizeitmesse	Munich	Local end user fair		X
MARCH					
04. Mar 15	LOCATIONS	Mannheim	conference organizers trade fair	X	
04. Mar – 08. Mar 15	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 – 15. Mar 15	Ferienmesse	Freiburg	Local end user fair		
16. Mar – 17. Mar 15	VCH Telemarketing Action	Berlin	Contacting key accounts and potential clients		
13. Mar – 18. Mar 15	INTERNORGA	Hamburg	Food, beverage and kitchen equipment exhibition	X	
	Wellness Winning Game		Production of flyer and roll up for winning game and wellnessletter subscribers		
18. Mar – 20. Mar 15	Sales Drive	Hamburg	Sales Drive Action VCH-Hotels		
19. Mar – 22. Mar 15	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
	Content update		New database for hotel picture distribution going live		
18. Mar – 21. Mar 15	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		
22. Mar – 23. Mar 15	HSMA eMarketing Day	Munich	Discuss with hotel colleagues the upcoming trends in ecommerce	X	
23. Mar – 27. Mar 15	Sales Drive	Munich	Sales Drive Action VCH-Hotels		
27. Mar – 29. Mar 15	Beauty Fair	Duesseldorf	Wellnessfinder.com in co-operation with THALGO Cosmetics	X	
	MICE broker newsletter		Online brochures distributed through the partner INTERGERMA		











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MARCH					
	■ AirPlus partnership		Introducing the new partnership to potential company customers		
	■ Development TOP		"Over 30 years of excellence in electronic distribution powered by TOP" in various print media, f.e. First Class		
	■ Consortia 2nd round		Last chance to be included in the preferred programs		
APRIL					
20. Apr– 24. Apr 15	■ Re-launch TP 2.0		topinternational.com including IBE launching responsive design for optimized Smartphone/Tablet usage		
	■ American Express Newsletter		Newsletter with special summer offer to 150.000 Amex cardholders		
	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
	■ Sales Drive	Berlin	Sales Drive Action VCH-Hotels		
	■ Air Sell Screen		AMADEUS-GDS marketing campaign for selected destinations on Air Sell Screen		
26. Apr– 28. Apr 15	GTM – German Travel Mart	Erfurt / Weimar	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
	TOP Development	Dortmund	training lessons at the Tourism university for upcoming hoteliers and hotel owners		
	■ Wellnessletter		Special spa and wellness offers for bank holidays		
	■ Country Meta landing pages		Starting to implement additional country pages and languages. In this batch .NL .BE and .FR		
	■ Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
	■ Orbitz Promo Tags		Implementing USPs like free WLAN/ parking/breakfast/shuttle on Orbitz platform		
	■ Quarterly company turnover request		Mark this date for the most important figures for Sales action		












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MAY					
	Webinar on Content		In cooperation with Trivago, TOP's own webinar session on the importance of content and biasing hotel listings		
	Card4you banner		bimonthly banner advertising on password protected user website		
	Google AdWords		Campaign focused on specific individual hotels		
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
04. May – 07. May 15	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
14. May – 21. May 15	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers	X	
	-Group tariffs 2016- rate request		Collection of -Group tariffs 2016-		
	Hoteltonight		Upload of full portfolio and hotel inventory to worlds larges last minute APP		
	Coach Operator Newsletter		online brochures distributed through the partner busmail		
JUNE					
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
	Rate / Hotel Information 2016		Collection of rates for 2016		
	Preperation Company negotiations		Outlining and selection of Key account companies		
tba	HEDNA meeting	Barcelona	system meeting with chief executive of travel industry	X	
03. Jun – 07. Jun 15	Evangelischer Kirchentag	Stuttgart	Christian public gathering with exhibition		X
	EXPEDIA Promo Tags		Implementing USPs like free WLAN/parking/breakfast/shuttle on Expedia platform		
	AirPlus partnership		Highlighting and prioritised listing of hotels accepting AirPlus		

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JUNE					
	Country Meta landing pages		Starting to implement additional country pages and languages. In this batch .SE .DK .NO and .FI		
	Call Centre		With the new TOPREZ IBE a Call Center expansion to weekend and off office hours possible		
tba	MEXCON	tba	Meeting Expert Conference for MICE Business		X
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	Requalification 2016		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		
22. Jun – 26. Jun 15	Sales Drive	Frankfurt	Sales Drive Action VCH-Hotels		
20. Jun – 28. Jun 15	Kieler Woche	Kiel	Local end user fair		
JULY					
	Wellnessletter		Special spa and wellness offers for summer		
	Coach Operator Newsletter		online brochures distributed through the partner busmail		
05. Jul – 06. Jul 15	HSMA Pricing & Distribution day	Frankfurt	Discuss with hotel colleagues possibilities in pricing structures and different distribution channels.	X	
	TOP GOES GREEN		Environmental impact, policies and measurement research in TOP Hotels. Information gathering for the upcoming RFP season, whereas such data is getting essential for company hotel selections. Data collection will be assisted in co-operation with Tripadvisor's GreenLeaders programme.		
09. Jul 15	LOCATIONS	Stuttgart	conference organizers trade fair		X
	American Express Newsletter		Newsletter with special summer offer to 150.000 Amex cardholders		
	Consortia Selection 2016		Hotel selection on various consortia participation for 2016		

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JULY					
	 Ebookers Promo Tags		Implementing USPs like free WLAN/parking/breakfast/shuttle on Ebookers platform		
	Company contracting		RFP season 2016 starts		
	 Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
21. Jul – 23. Jul 15	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair	X	
tba	 Diga, Schloss Beuggen	Rheinfelden	Local end user fair		X
31. Jul 15	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2016		
AUGUST					
	 GTA preferred		Listing selected destinations on a preferred basis on GTA/Kuoni B2B retail site		
	 Card4you banner		bimonthly banner advertising on password protected user website		
	 House Clean DER Touristik		The largest German tour operator, DER Touristik based in Frankfurt, Germany, holds a number of different static databases for hotel content and pictures. Due to the static set-up once every few years a complete refresh is needed, for which a separate informationrequest, despite the Rateinformation, will be send to the hotels. It is in your hands how accurate the information shown will be.		
	 Deutsche Bahn banner		banner advertising for 800.000 Deutsche Bahn employees		
	 MICE broker Newsletter		online brochures distributed through the partner MEETAGO		
	 Country Meta landing pages		Starting to implement additional country pages and languages. In this batch .IT and .IT		

ACTIVITIES 2015

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SEPTEMBER					
01. – 04. Sep 15	 Sales Drive	NRW	Sales Drive Action VCH-Hotels		
04. Sep – 10. Sep 15	Swiss Office Management	Zurich	Conference-/Seminar organizer fair		
	Preparation -Marketing Plan 2016-		TOP/TOP CCL hotels send their input and requests for the planning 2016		
tba	LOCATIONS	Essen	conference organizers trade fair		X
tba	 fww Congress	tba	B2B congress for hotels, travel agents, airlines and OTA's	X	
14. Sep – 18. Sep 15	 Sales Drive	Hamburg	Sales Drive Action VCH-Hotels		
	Preparation brochure - Meetings 2016 -	Dusseldorf	Start of collecting information for the Brochure - Meetings 2016 -		
	Preparation brochure - Happy Days 2016 -		Start of collecting information for the Brochure - Happy Days 2016 -		
	 Company contracting		RFP season 2016 and renegotiations ongoing		
	 Best of ...		Hotels qualifying for a Tripadvisor Certificate of Excellence or Tripadvisor's Travellers Choice Awards will be highlighted and specially marked on the TP.com		
tba	 DER CBU 2016	Frankfurt	Selection of DER City Breaks Unlimited Hotel participation for 2016. Exclusively for TOPREZ full members		
	 Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
	 Google AdWords		Campaign focused on conferencefinder.com landing page		
	 GDS campaign		AMADEUS marketing campaign for selected destinations on Hotel Availability Screen		
	 Webinar on Content		In cooperation with Trivago, TOP's own webinar session on the importance of content and biasing hotel listings		
	 Re-launch CF 2.0		Conferencefinder.com launching responsive design for optimized Smartphone/Tablet usage		

CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
OCTOBER					
	■ Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	■ Preparation brochure - TOP CCL Guide 2016 -		Start of collecting information for the Brochure - TOP CCL Guide 2016 -		
	■ Wellnesspackages update		Updating pricing and packages for Wellnessfinder.com properties		
	Preparation brochure - TOP Hotel Directory 2016 -		Start: Collecting information for the - TOP Hotel Directory 2016 -		
tba	LOCATIONS	Hanau	conference organizers trade fair		X
	Merchant marketing		Preparation of various marketing actions with Merchant partners		
05. Oct – 09. Oct 15	■ Sales Drive	Hanover Magdeburg	Sales drive Action VCH-Hotels		
	■ Merchant Negotiations		Renegotiate of merchant renewal contracts 2016 on topics margins, upgraded and biased listings		
	■ American Express Newsletter		Newsletter with special winter offer to 150.000 Amex cardholders		
	■ Content update		Hotel descriptions and marketing text update		
	■ MICE broker Newsletter		online brochures distributed through the partner INTERGERMA		
14. Oct – 17. Oct 15	Reha Care	Duesseldorf	end user fair	X	
NOVEMBER					
Nov 15	■ Consozial	Nuremberg	Local end user fair		X
	■ Sales Requalification		Check up with accepted / rejected company selections		
tba	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	
	■ Company contracting		First acceptances / rejections are going out to the hotels		
18. Nov – 22. Nov 15	Touristik & Caravaning	Leipzig	Local end user fair		
tba	EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X

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NOVEMBER					
	Kick off Meeting PEGS 2016	Birmingham	Strategy, structure, enhancements and planning 2016 with our technology provider PEGASUSsolutions.		
	■ E.A.R.S. by TOP		Together with EMBRACE Hotels Head Office starting to develop and structure the new booking platform for people with disabilities E.A.R.S. – Embrace Accommodation Reservation Service		
tba	■ Wellnessgipfel	tba	Germany finest wellness and spa hotels conference	X	
tba	■ HSMA MICE Day	tba	Discuss with hotel colleagues the changing trend in the MICE market	X	
tba	■ SpaCamp	tba	Exchange thoughts with professionals in spa treatments in order to optimize distribution of wellness and spa services	X	
	■ Card4you banner		bimonthly banner advertising on password protected user website		
	■ Country Meta landing pages		Starting to implement additional country pages and languages. In this batch .COM		
	■ Google AdWords		Campaign focused on Wellnessfinder.com landing page		
DECEMBER					
04. Dec – 05. Dec 15	■ Santa Clause Sales Drive	various destinations	Sales Drive Action VCH-Hotels		
	■ Wellnessfinder.com	Duesseldorf	Newsletter send to over 10.000 registrars.		
	■ Santa Clause Sales Drive	Frankfurt Stuttgart Karlsruhe Berlin Hannover Hamburg Dusseldorf Nuremberg	Visiting Key Accounts with Christmas present		
	■ Sign In Screen		AMADEUS-GDS marketing campaign for selected destinations on Sign In Screen		
	■ Sales Meeting	Dusseldorf	Sales round up of the results in 2015 and projection 2016		
	■ Deutsche Bahn banner		banner advertising for 800.000 Deutsche Bahn employees		

THE PARTNERS



Conferencefinder.com lists extraordinary conference hotels, conference centres and event locations, serving as a preferred planning tool for seminar and event organisers. Simple enquiry options and standardised offer retrieval enable easy comparisons and decisions for the perfect choice. As well as the online function, a personal conference service offering advice and assistance is also available to customers at no cost. Planning and booking events cannot be any easier!



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 over 100 hotels, carefully selected and upmarket properties, for additional marketing activities in the wellness segment and to offer their specific services and packages.



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.



GÜNNEWIG

Hotels & Restaurants

The Günnewig Hotels & Restaurants are a privately owned German group with over 50 years of tradition. All Günnewig Hotels, which are mainly four star hotels, are based in good locations and provide excellent services to their guests. This includes meetings and business trips as well as holidays and city breaks. In addition to the hotels, Günnewig also runs the Restaurant Top 180 and the Bar & Lounge M 168 based in the Rhine Tower. It is the highest building in Düsseldorf.



At the beginning of Embrace there was the idea, not to divide the world into winners and losers. Embrace, the Hotel Association, draws its strength from the diversity. The diversity of employees, with or without disabilities, with the possibility to develop and participate according to their skills and capabilities. The variety of hotels, from city hotels to conference hotels with spa facilities. And the variety of guests who share the idea with us at Embrace – welcome as a guest an appreciated as a person. That is what the partnership TOP INTERNATIONAL and EMBRACE stands for.



The Falkensteiner Hotels & Residences are a family-run hotel group with 28 hotels in 6 countries. 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.



TOPREZ NG CONNECTS YOU TO THE WORLD

GDS-Systems

Connect your hotel to the world's GDS and become available to thousands of professional travel bookers.



Pegasus IDS sites

Connect your hotel to the Pegasus IDS-powered sites and be available for sale through major online travel brands.



Call Centre

Connect your hotel to 44 international call centre, the reservation agent will be happy to book at your hotel.



Direct Connects

Connect your hotel to major travel websites and profit from our preferred partner agreements.





Preferred Partner

Connect your hotel to preferred partner websites and increase your listing position and market. Samples:

priceline



DER City Breaks

Connect your hotel to Europe's most comprehensive wholesaler City Breaks program.



Hotel website IBE

Connect your website to our innovative website booking engine and sell accommodation plus additional services on your website.



Meta search sites

Connect your hotel with evolving rate comparison and hotel review sites as Trivago. Special implemented rate structures ensure a high conversion ratio.





TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

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