



TOP MARKETINGPLAN

2017



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS



ACTIVITIES 2017

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 2017 until 31st December 2017 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 2017

ENLARGING PORTFOLIO OF MERCHANT DISTRIBUTION PARTNERS

Over the past years TOP INTERNATIONAL has enlarged its Merchant Partner Distribution list with various companies all over the world. With the first signed co-operation with GTA/Kuoni over three years ago, the number of retail partners worldwide has risen to over 40 contracted agreements in the meantime with other partners. Because the technical paths are now set, in 2017 two additional international market leaders will follow. With HOTELBEDS, the biggest bed bank in the world and LASTMINUTE.COM, long established travel site, two giant interface implementations will be executed in the upcoming year.

TOPREZWEB INTERNET BOOKING ENGINE

Staying ahead of the competition, setting new standards and closely following the technical developments is a hard task which requires an ongoing enhancement process. The relaunch of the topinternational.com was one of the first steps in late 2016. In 2017 the new IBE (Internet Booking Engine) will follow. Customized layouts, intuitive booking step procedures, responsive design and flexible rate calendars will push this turnover a further step ahead. Additionally an open API will allow every web designer to create their own look and feel according to the hotels website layouts. There will be no boundaries in sense of pre-programmed widgets where only colour codes can be changed.

UNDERCUTTING PARITY WITH THE NICE PRICE :-) RATE STRUCTURE




Implementing the specific NICE PRICE :-) structure already lies three years back. This innovative rate is always lower than the official public rate given to OTA's and reflects the hotels direct sell rate. This rate is only shown on topinternational.com and selected META sites. Next step is adding a so called dual mealplan structure for this rate and if wanted for any other rates like Daily rates, preferred rates or even company negotiated rates. Dual mealplan means that next to the mostly excluding breakfast loaded rates an separate copied over rate is set up and automated adding the breakfast rate. This results in the fabulous feature that the eye catching rate is low due to being excluding breakfast, attracting potential bookers, and when coming to the booking process the option for an included breakfast rate is given. Past studies have proven that over 80% are choosing in this step to book the including breakfast rate.

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CALENDAR	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
06. – 08. Jan	Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		
20. – 21. Jan	Reisebörse	Potsdam	Public fair in shopping center		
12. – 15. Jan	Ferien Messe Wien	Vienna	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
11. – 15. Jan	Vakantiebeurs	Utrecht	Dutch end user fair		
13. – 15. Jan	Reise & Freizeit	Zwickau	Local end user fair		
14. – 22. Jan	C.M.T.	Stuttgart	Local end user fair		
	Distribution TOP Guide 2017				
	Consortia Check up		TOP Hotels guarantee 10% off BAR dynamic pricing plus 10% commission for consortia email- ing		
26. – 29. Jan	Fespo	Zurich	Local end user fair Switzerland		
27. – 29. Jan	Dresdner ReiseMarkt	Dresden	Local end user fair		
	Sales Meeting	Duesseldorf	Combining the Sales forces of TOP and VCH		
	Yearly company turnover request		Mark this date for the most im- portant figures for Sales action		
	IBE Tracking Pixel		Individual tracking pixel implementation in new TOP-Connect IBE completed		

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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		
	Re-inventing the rate structure part I		Part I covers the reminder for the AARO – Annual Availability Roll Over. A 360 days ahead inventory and rates technique		
06. – 07. Feb	German Hotel Congress	Berlin	German hoteliers meet and discuss future trends	X	
02. – 05. Feb	Salon des Vacances	Brussels	Belgian local end user fair		
22. – 26. Feb	free Freizeitmesse	Munich	Local end user fair		
08. – 12. Feb	Reisen	Hamburg	Local end user fair		
11. – 12. Feb	Fiets en Wandelbeurs	Utrecht	Dutch local end user fair		
22. – 23. Feb	Business Travel Show	London	International corporate and conference organizers trade fair		
	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 2017		





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MARCH					
15. – 19. Mar	Freizeit Garten Messe	Nuremberg	end user fair		
07. Mar	LOCATIONS	Mannheim	conference organizers trade fair		
08. – 12. Mar	ITB fair	Berlin	International travel trade and end user fair. Meeting point for all hoteliers and possibility of appointment scheduling on our stand		X
17. – 19. Mar	Ferienmesse	Freiburg	Local end user fair		
17. – 21. Mar	INTERNORGA	Hamburg	Food, beverage and kitchen equipment exhibition	X	
	Consortia 2nd round		Last chance to be included in the preferred programs		
	 Wellness Winning Game		Production of flyer and roll up for winning game and wellnessletter subscribers		
	Content update		New database for hotel picture distribution		
tba	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		
14. – 16. Mar	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		
	 FIT Reisen		Combination of advertisement campaigns focused on Wellnessfinder.com online bookable packages		
31. Mar – 02. Apr	 Beauty Fair	Duesseldorf	Wellnessfinder.com in co-operation with THALGO Cosmetics	X	

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APRIL					
31. Mar – 02. Apr	Beauty Fair	Duesseldorf	Wellnessfinder.com in co-operation with THALGO Cosmetics	X	
02. – 04. Apr	BIT fair	Milan	Travel trade professional and end user fair in Italy		
	Development TOP		“Success by TOP” advertisement series ctd. with “Quality by TOP”		
	Wellnessletter		Special spa and wellness offers for bank holidays		
	Company contracting		Empowering sales leads and un- solicited bids for 2018 via Lanyon market leads		
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
24. – 27. Apr	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X

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MAY					
05. – 09. May	GTM – German Travel Mart	Nuremberg	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
16. – 18. May	IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers	X	
	TOP packages		Getting ready for the summer. Collecting and loading packages for TOP properties on TOP.com		
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
JUNE					
	BCD Travel Kick off Meeting		Presentation on the upcoming RFP season for the BCD consortia program	X	
	Rate / Hotel Information 2018		Collection of rates for 2018		
	Preperation Company negotiations		Outlineing and selection of Key account companies		
13. – 15. Jun	HEDNA meeting	Dublin	system meeting with chief executive of travel industry	X	

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JUNE					
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	Sales-Meeting	Düsseldorf	1/2 year review of Corporate sales staff		
	Requalification 2018		Requalification for existing companies and new company acquisition based on hotel feedback and figures.		
tba	 DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
17. – 25. Jun	Kieler Woche	Kiel	Local end user fair		
JULY					
	 Wellnessletter		Special spa and wellness offers for summer		
05. – 07. Jul	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair	X	
13. Jul	 LOCATIONS	Stuttgart	conference organizers trade fair		X
	Consortia Selection 2018		Hotel selection on various consortia participation for 2018		




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JULY					
31. Jul	Company contracting		RFP season 2018 starts		
	Wellnessletter		Newsletter send to over 20.000 registrars.		
	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2018		
AUGUST					
	WF packages		Update of existing and new online bookable packages for wellnessREZ properties		
SEPTEMBER					
20. – 21. Sep	Swiss Office Management	Basel	Conference-/Seminar organizer fair		
	Preparation -Marketing Plan 2018-		TOP/TOP CCL hotels send their input and requests for the planning 2018		

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SEPTEMBER					
tba	fww Congress	Essen	B2B congress for hotels, travel agents, airlines and OTA's		
	Company contracting		RFP season 2018 and renegotiations ongoing		
	DER CBU 2018	Frankfurt	Selection of DER City Breaks Unlimited Hotel participation for 2018. Exclusively for TOPREZ full members		
	Wellnessletter		Newsletter send to over 20.000 registrars.		
29. Sep – 01. Oct	SpaCamp	Stegersbach	Exchange thoughts with professionals in spa treatments in order to optimize distribution of wellness and spa services		
OCTOBER					
04. – 07. Oct	Reha Care	Duesseldorf	end user fair		

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OCTOBER					
	Quarterly company turnover request		Mark this date for the most important figures for Sales action		
	Wellnesspackages update		Updating pricing and packages for Wellnessfinder.com properties		
	Preparation brochure - TOP Hotel Directory 2018 -		Start: Collecting information for the - TOP Hotel Directory 2018 -		
	Merchant marketing		Preparation of various marketing actions with Merchant partners		
	Consortia Check up		TOP Hotels guarantee 10% off BAR dynamic pricing plus 10% commission for consortia emailing		
NOVEMBER					
08. – 09. Nov	Consozial	Nuremberg	Local end user fair		X
	Sales Requalification		Check up with accepted / rejected company selections		
	Company contracting		First acceptances / rejections are going out to the hotels		
22. – 26. Nov	Touristik & Caravanning	Leipzig	Local end user fair		
	Kick off Meeting PEGS 2018	Birmingham	Strategy, structure, enhancements and planning 2018 with our technology provider PEGASUSsolutions		

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NOVEMBER					
	Calendar mailing		1.000 desktop calendars mailing to partners, clients and potential clients from the TOP Head Office		
tba	IBTM	Barcelona	International trade fair for conference- / seminar organizers		
06. – 08. Nov	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
DECEMBER					
tba	 Santa Clause Sales Drive 	various destinations	Sales Drive Action VCH-Hotels		
	 Wellnessletter		Newsletter send to over 20.000 registrars		
	Sales Meeting	Dusseldorf	Sales round up of the results in 2017 and projection 2018		



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 (Association of Christian Hotelkeepers e.V.) has been in existence for over 110 years. The partner hotels of this association represent the mindset of Christian hospitality, social engagement and fair trade. These attributes are reflected in the VCH slogan „On the road and yet at home“. The 3 and 4 stars hotels as well as the monasteries with their offerings of culture, meeting places and vacation packages are open to a wide variety of guests. These criteria are all represented in the partnership of TOP International and VCH-Hotels.



Hotels & Restaurants



„Human in focus – hospitality is our passion“. The Günnewig hotels and restaurants are a privately owned group with almost 70 years of tradition. All Günnewig Hotels, 3- and 4-star city and business hotels, are centrally located. Whether you are an individual traveler or a business guest, you will enjoy the familiar and individual character as well as the attentive service. In addition to the hotels, Günnewig also operates the Top 180 restaurant and the Bar & Lounge M 168 in the Rheinturm, the tallest building in Düsseldorf, as well as the Opera Restaurant & Lounge in Chemnitz.

Hotels in Germany and Europe who subscribe to the idea of including people with disabilities, have joined together in the Embrace Hotels Alliance. Their services focus on the special qualities and individual needs of their guests and their employees. In this way Embrace Hotels contribute to a social paradigm shift that recognises human differences as normal, and believes that living and working conditions must take these differences into account. Welcome as a guest – welcome as a person!

“Welcome Home“ is not a slogan to us, but our mission to make you feel at home during your holiday in one of more than 30 Falkensteiner Hotels & Residences in Austria, Italy, Croatia, Slovakia, Serbia and the Czech Republic. From the mountains to the sea, from hiking to luxury, from the spa to the golf course, be it just for two or as a family, enjoy a dream holiday in our 4- and 5-star hotels. Experience a unique combination of alpine tradition and the southern way of life.



TOPREZ NG

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.



- New in 2017
- Exclusively for TOP CCL
- Exclusively Wellnessfinder.com
- In cooperation with FALKENSTEINER Hotels
- In cooperation with VCH
- States fixed trade fair rates



CONNECTS YOU TO THE WORLD

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.

