



# TOP PROFILE

2019



**TOP INTERNATIONAL**  
HOTELS & CORPORATE PARTNERS



## TOP CONCEPT

### Welcome to TOP INTERNATIONAL HOTELS & CORPORATE PARTNERS

With more than 35 years of experience in the hotel business, we are pleased to present to you our company. The Signum TOP unites all the exemplary hotels, which offer a wide range of particularly friendly services. In their place, they rank among the best of the respective category. They are all represented and are marketing partners of one of the largest hotel cooperations in Europe: TOP INTERNATIONAL Hotels.

TOP INTERNATIONAL and TOP City&CountryLine hotels together with conferencefinder, wellnessfinder, Embrace Hotels and VCH-Hotels represent over 300 hotels all over Europe.

Since the implementation of the cutting edge internet booking platform and optimized interface to the TRIVAGO metasearch engine, TOP Hotels has achieved an ongoing turnover increase. To ensure further growth in 2019, we have integrated the next marketleader in Mata search, which is Kayak.

**THE SUCCESS**      TURNOVER TOP INTERNATIONAL EUR 15.000.000.--

**THE POSITION**      Market pos. Germany No. 1 (200 hotels within the con-solidated company)

**MARKET POSITION**      No. 17 worldwide (Source: Hotels)



## TOP KEY FACTS

### THE SALES

In accordance to the TOP Marketingplan 2019 and the activities of the individual partners. Framework agreements with companies, consortia, travel organizers, industry and commerce. Separate customer listing available on request. Contracting/RFP handling through TOP Head Office. Advisory and assistance for individual hotel sales activities. International fair presentation with co-exhibitor participation possibility. Own conference desk: [CONFERENCEFINDER.COM](http://CONFERENCEFINDER.COM)

### THE SYSTEM

TOP's own reservation system under the name TOPREZ, with own chain code: TP. Implementation of TOPREZ NG (next generation) with an invest of EUR 250.000,--. Own marketing and control of the TOP database/via PegasusSolutions and additional representation by UTELL INTERNATIONAL with offices worldwide. All GDS systems such as Amadeus, Galileo, Sabre and Worldspan are interfaced on highest connectivity level (next generation seamless). Independent, crosslinked websites for all four companies with online booking facility. Online booking tool may also be implemented on already existing hotel websites. Implementing the DerbySoft technology in 2019 will be a milestone in the past years extensive development and enhancements.



# TOP INTERNATIONAL AND THE PARTNERS

## **TOP INTERNATIONAL Hotels GmbH**

Head office: Düsseldorf, founded in 1982, Owner: Hans R. Müller

Business activities: Hotel co-operation 3-4 Stars



## **TOP City&CountryLine, Private First Class & Luxury Hotels**

Head office: Düsseldorf, founded 1994/take over 2003, Shareholder: TOP INTERNATIONAL

Hotels GmbH, MD: Hans R. Müller, Business activities: 4-5 Stars



## **Wellnessfinder.com, powered by TOP INTERNATIONAL**

Head office: Düsseldorf, founded 1999/take over 2011, Shareholder: TOP INTERNATIONAL

Hotels GmbH, Hotel portal for luxury Wellnesshotels



## **Conferencefinder.com, powered by TOP INTERNATIONAL**

Head office: Düsseldorf, Implementation 2014, Shareholder: TOP INTERNATIONAL Hotels GmbH

Hotel portal for conference hotels and venues



## **VCH HOTELS by TOP**

Head office: Düsseldorf with TOP INTERNATIONAL, Founded in 1900, MD: Axel Möller

Business activities: Christian focused consortia



## **niu Hotels by TOP**

Head office: Hamburg, founded 2018, Owner: David Etmenan

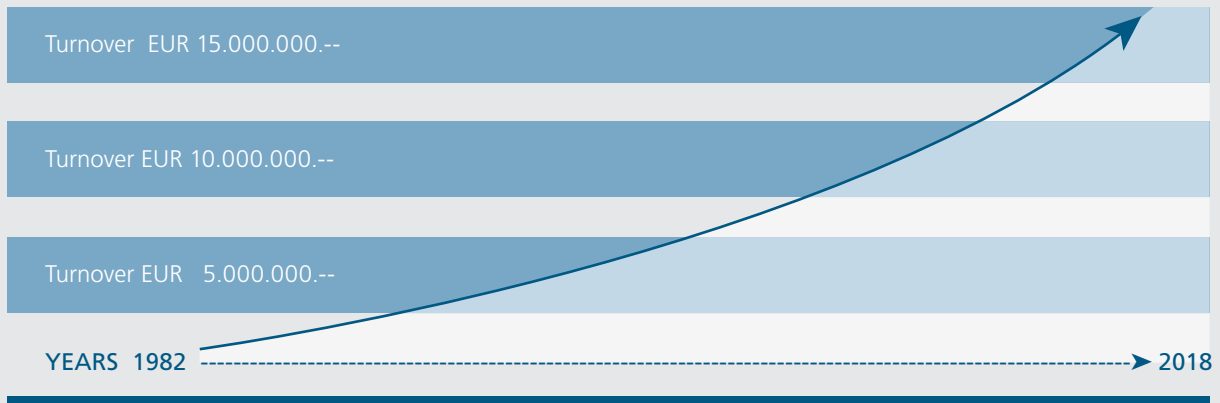
Newly established lifestyle hotelgroup





## TOTAL TURNOVER DEVELOPMENT

TOP INTERNATIONAL Hotels & Corporate Partners



TOP INTERNATIONAL Hotels

Hotel co-operation

100 Hotels in Europe

TOP City&Country Line

Hotel co-operation

030 Hotels in Europe

WELLNESSFINDER by TOP

Hotelportal / Wellness

060 Hotels

CONFERENCEFINDER by TOP

Hotelportal / Conference

030 Hotels

VCH-HOTELS by TOP

Hotel co-operation

060 Hotels in Germany

niu Hotels by TOP

Lifestyle Hotelgroup

050 Hotels



## TOP PARTNERSHIP

### THE COSTS

Entry charge		from EUR 3.000.-- – 5.000.--
Annual charge*	TOP INTERNATIONAL	EUR 12.000.--
optional	TOP City&CountryLine	plus EUR 2.500.--
*plus charges per room	EUR 30.-- per room	

### RESERVATION SYSTEM / COMMISSION

Source	Percentage	Explanation
Travel agents	10.0%	handled between hotel vs. travel agent
Conferencefinder.com	10.0%	handled between hotel vs. Conferencefinder.com

### RESERVATION SYSTEM / TRANSACTION FEE

Source	Percentage	Explanation
UTELL INTERNATIONAL	08.5%	without GDS transaction fee
Internet bookings	08.0%	without GDS transaction fee
GDS bookings	08.0%	+ USD 4.50 per booking

### CONTRACT AND TERMS

Contract term 24 months with annual extension.  
Hotel affiliations in current year possible.



# TOPREZ 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 attractive umbrella agreements.



## PREFERRED PARTNER

**Connect** your hotel to selected retail and merchant bed banks. Receive a highlighted listing and increase your market share.



## DER CITY BREAKS

**Connect** your hotel to Europe's most comprehensive wholesaler and its virtual City Breaks program.



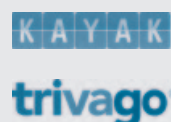
## HOTEL WEBSITE IBE

**Connect** your website to our innovative internet 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.



[www.topinternational.com](http://www.topinternational.com)

**NEW ADDRESS FROM MARCH 2019:**  
Gehry Bauten · Neuer Zollhof 3  
D-40221 Duesseldorf



**TOP INTERNATIONAL**  
**HOTELS & CORPORATE PARTNERS**

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