



# TOP PROFILE 2020



**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 we have integrated the next marketleader in Mata search in 2019, which is Kayak.

2020 will be the year of PSD2 (Payment Services Directive 2) and SCA (Strong Customer Authentication) for online credit card payments. Even though TOP is not a payment provider for online bookings, they will offer the magnificent service of strong secured payment option gateway in TOP's IBE to its hotels.

**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 2020 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](https://www.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 was a milestone in the past years extensive development and enhancements. In 2020 online marketing and retargeting actions are the main goals. Together with TOP's partner PEGASUS, TOP will invest a 5 digit amount into this special marketing section. This will ensure that hotels using TOP's technology on their web sites are optimized for being found on many various search engines.



# TOP INTERNATIONAL AND THE PARTNERS

## **TOP INTERNATIONAL Hotels GmbH**

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

Business activities: voluntary hotel chain 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



## **the niu Hotels by TOP**

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

Newly established lifestyle hotelgroup

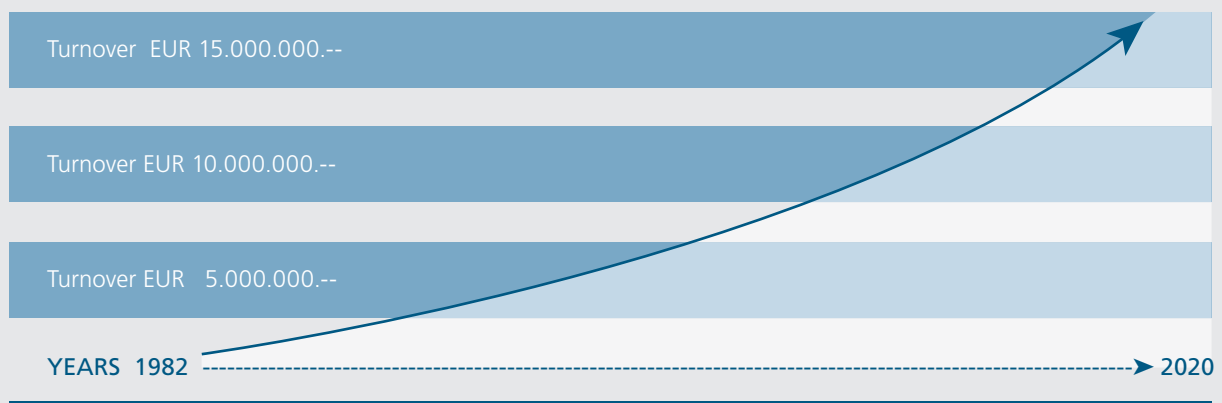






## TOTAL TURNOVER DEVELOPMENT

TOP INTERNATIONAL Hotels & Corporate Partners



TOP INTERNATIONAL Hotels

TOP City&Country Line

WELLNESSFINDER by TOP

CONFERENCEFINDER by TOP

VCH-HOTELS by TOP

the niu Hotels by TOP

Hotel co-operation

Hotel co-operation

Hotelportal / Wellness

Hotelportal / Conference

Hotel co-operation

Lifestyle Hotelgroup

100 Hotels in Europe

030 Hotels in Europe

060 Hotels

030 Hotels

060 Hotels in Germany

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 preferred partner agreements.



## Preferred Partner

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



## DerbySoft

**Connect** your hotel to the global leader of interfaces and sell your hotel rooms through over 1.000 integrated partners and global connections.



## 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 and Kayak. Special implemented rate structures ensure a high conversion ratio.





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