



TOP PROFILE

2018



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.

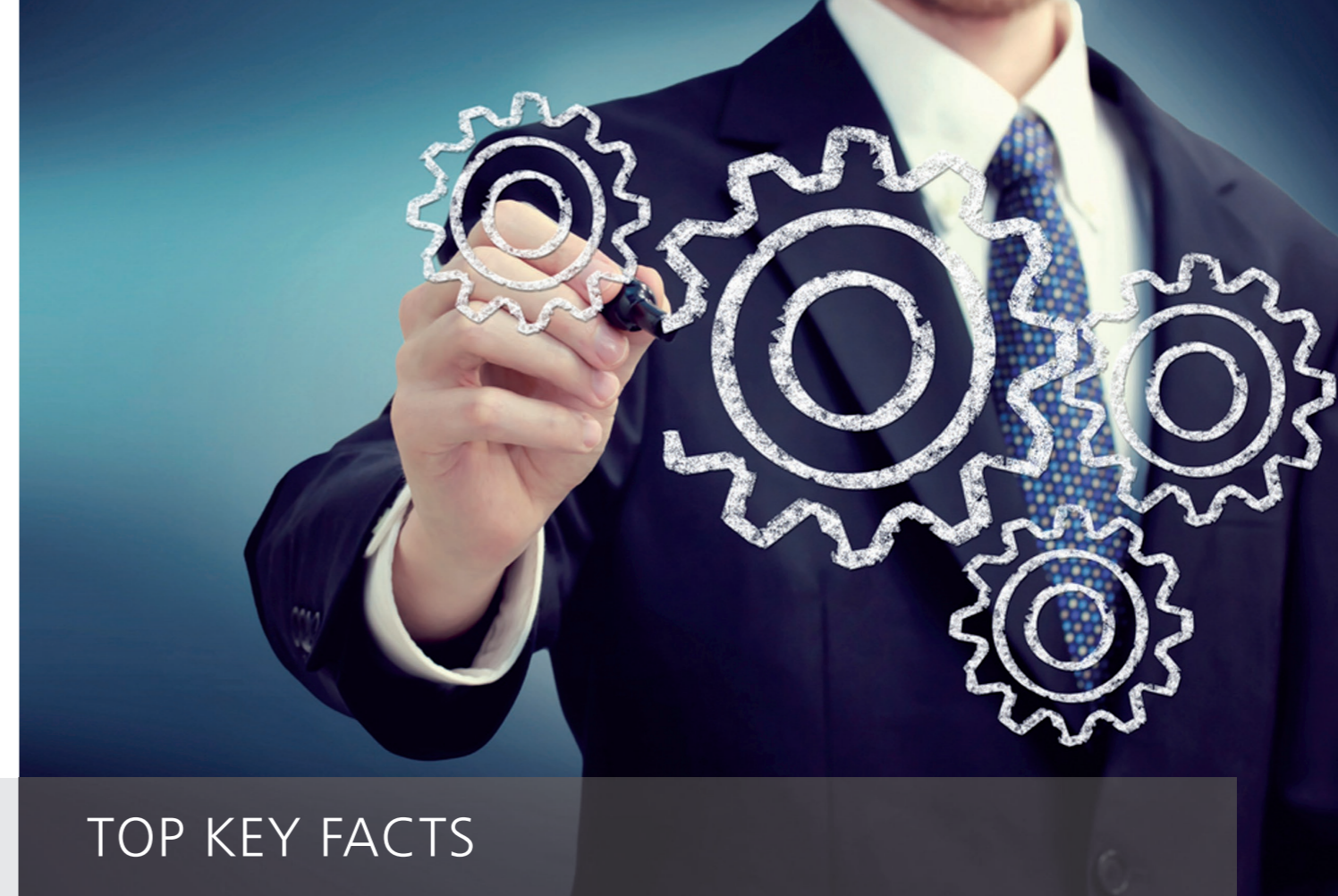
TOP INTERNATIONAL and TOP City&CountryLine hotels together with conferencefinder, wellnessfinder, Embrace Hotels and VCH-Hotels represent over 300 hotels all over Europe.

Since the implementation of the cutting edge internet booking platform and optimized interface to the TRIVAGO metasearch engine, TOP Hotels has achieved a 25% turnover increase compared to the same period of the previous year. To ensure further growth in 2018, we are going to intensify this partnership, build new ones and continue to enhance the booking technology.

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 2018 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. Additional sales efforts via UTELL offices worldwide. Advisory and assistance for individual hotel sales activities. International fair presentation with co-exhibitor participation possibility. Own conference desk: 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. An exclusive interface to TRIVAGO opens up new distribution opportunities on Meta-Search sites.



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



EMBRACE Hotelverbund

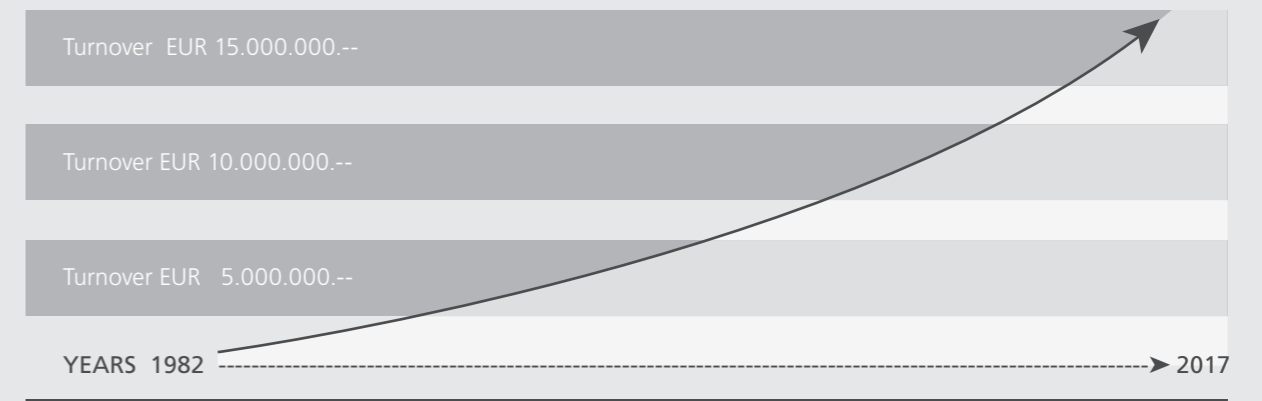
Head office: Much, founded 2007, President: Timo Witt

Business activities: Integrative 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
EMBRACE HOTELS by TOP	Hotelgroup	040 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



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