



MARKETINGPLAN

2010

Marketing, Fair, Sales, Brochures,
Electronic distribution, Promotions,
Press information, Trainings

- PRELIMINARY VERSION -



TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

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), FAMILOTEL (marked in Yellow), our marketing alliance partner Falkensteiner Hotels & Residences (marked in Blue) and VCH-Hotels Deutschland (marked in Orange). Starting on the 01st January 2010 until 31st December 2010 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 or www.topccl-hotels.com under press room, TOP-Intranet.
- Short summaries for various trade fairs will be given at www.topinternational.com or on www.topccl-hotels.com under press room, TOP-Intranet. Certain fairs have a co-exhibitor contribution fee. Key travel trade fairs as ITB and WTM 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.

TOPrez – 2010

The milestones for a successful future will be set in 2010. Already in the beginning of 2010 the first steps for the implementation of our new TOPrez system will be taken and our hotels slowly move to the most advanced and sophisticated Central Reservation System (CRS) available. This new system will be powered by our long lasting partner PEGASUS Solutions / UTELL.














The developments and investments, done in 2009, will now come into effect and the new TOPrez System will set standards in the world of electronic distribution, which other hotel chains will struggle with. TOP INTERNATIONAL Hotels & Corporate Partners started the preparation for this major improvement way back in 2008 when the first sights of the global crisis could be foreseen. The timely advantage is now paying off, and within 2010 the TOP / TOP CCL Hotels will be ahead of the competition and well prepared for any future developments in distribution.

CORPORATE WEBSITE - HOTEL WEBSITES











Most aggressively we are approaching the new generation of internet users. To meet the rising demands and social networking needs of our customers the TOP INTERNATIONAL Hotels and Corporate Partner websites will undergo a complete re-launch. This will not only effect the look and feel, but also the flexibility and user friendly setup which will boost click rates and conversion ratios. Social media content, f.e. hotel reviews, extended destination descriptions with travel tips, implemented multimedia features and interactive mapping, all with easy to use navigation provides information for every kind of selection criteria. An additional dynamic packaging tool will allow our hotels to sell any extra or service they can think of.







TRADE FAIR PRESENTATION

Right on time for the most important travel trade fair, ITB 2010, we will present our new trade fair concept. Clear structure, fine colours and designed presentation in a stylish surrounding will build the perfect atmosphere for successful business meetings with partners and new clients. As in the past years we urge all our member hotels to use the occasion of this international fair to soak up new travel trends and meet new and existing clients. Every hotelier is most welcome to use the hospitality on our corporate stand.













CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
JANUARY					
	Participation request for co exhibitors		Reserve your co exhibitor place for the 2010 fairs		
08. Jan – 10. Jan 10	 Reisemarkt Rhein-Neckar-Pfalz	Mannheim	Local end user fair		X
08. Jan – 09. Jan 10	 Reisebörse	Bad Oeynhausen	Local end user fair		X
08. Jan – 10. Jan 10	ReiseMarkt	Chemnitz	Local end user fair		
	Distribution brochure -Meetings & Incentives-		Distribution brochure -Meetings & Incentive- to conference and seminar organizers		
	 Hotel review winning game		Promotion of selected TOP/TOP- CCL Hotels in individual hotel review mails from easyres.com		
16. Jan – 17. Jan 10	 Babyplus	Leipzig	Local end user fair		X
	Distribution brochure -Happy Days-		Reprint of the brochure -Happy days- with various arrangements		
13. Jan – 17. Jan 10	Vakantiebeurs	Utrecht	Dutch end user fair		
	 Implementation of new Corporate website		New look and feel on corporate website		
14. Jan – 17. Jan 10	 GO BRNO	Brno	Czech local end user fair		X
15. Jan – 17. Jan 10	Reise & Freizeit	Zwickau	Local end user fair		
16. Jan – 24. Jan 10	 C.M.T.	Stuttgart	Local end user fair		X
	Distribution TOP CCL Guide 2010/2011				
22. Jan – 23. Jan 10	Reisebörse Frankfurt	Neu-Isenburg	Local end user fair		
24. Jan 10	 Kinderzauber	Hamburg	Local end user fair		X
24. Jan – 26. Jan 10	 actb	Vienna	Austria incoming leisure business fair		X
	 Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media		
28. Jan – 31. Jan 10	  Fespo	Zurich	Local end user fair Switzerland		X
	 Individual hotel website online booking tool		Individual hotels have the possibility to implement our online booking tool		












ACTIVITIES 2010

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
29. Jan – 31. Jan 10	Dresdner ReiseMarkt	Dresden	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		
04. Feb – 07. Feb 10	 Holiday World	Prague	Czech local end user fair		X
	-Ready to book- company mailing		Official announcement to company implants that accepted TOP / TOP CCL Hotels are bookable on the electronic systems for negotiated rates		
05. Feb – 06. Feb 10	Reisebörse Jena	Jena	Local end user fair		
10. Feb – 14. Feb 10	Reisen	Hamburg	Local end user fair		
	 Participation request for sponsoring winning games		Preparation of co operation with selected magazines, newspapers, etc for sponsored draws. Sponsoring of free stays voucher of a certain value is mandatory for participation		
05. Feb – 07. Feb 10	 Ferienmesse	Basel	Local end user fair Switzerland		X
06. Feb – 07. Feb 10	 Babyplus	Dresden	Local end user fair		X
	 Hotel.de e-newsletter sponsoring		Sponsoring of hotel.de e-newsletter. Free weekend sponsoring is mandatory for participating hotels		
	 Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
12. Feb – 14. Feb 10	 Ferienmesse	St. Gallen	Local end user fair Switzerland		X
	 Dynamic packaging going live		Sell of extra amenities and dynamic packaging through TOPrez		
13. Feb – 14. Feb 10	 KIDS	Halle	Local end user fair		X
	 Monthly pressinformation		Corporate or individual press information distributed to travel media		
18. Feb 10	STB fair	Hamburg	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X











CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
FEBRUARY					
	Company rates loading check		Mailing to all hotels, checking company rates loadings and following Goldres2 clean up		
18. Feb – 22. Feb 10	f.r.e.e.	Munich	Local end user fair		
19. Feb – 20. Feb 10	Reisebörse Bremen	Bremen	Local end user fair		
20. Feb – 21. Feb 10	Reisemarkt Vogtland	Plauen	Local end user fair		
	American Express cardholders campaign		AMEX cardholder campaign starts with „Did you enjoy your stay at our TOP Hotel“ message on invoices		
18. Feb – 21. Feb 10	BIT fair	Milan	Travel trade professional and end user fair in Italy		
21. Feb – 22. Feb 10	 Hochzeit, Baby, Kind	Potsdam	Local end user fair		X
26. Feb – 27. Feb 10	 Reisebörse	Leipzig	Local end user fair		X
	 Late participation requests for ADAC program		Last chance to join the ADAC summer program		
	Tagungshotel.com e-newsletter		Selected conference TOP/TOPCCL Hotels in this special edition		
MARCH					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		
04. Mar – 07. Mar 10	 Utazás	Budapest	Hungarian local end user fair		X
05. Mar – 06. Mar 10	Reisebörse	Leonberg	Local end user fair		
	 Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
10. Mar – 14. Mar 10	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 – 14. Mar 10	 Baby + Kind	Ludwigs- hafen	End user fair		X
	Ehotel banner advertisement		Participation possibilities for banner ad on Ehotel website destination waiting screen		
17. Mar – 18. Mar 10	EMIF fair	Brussels	International trade fair for conference- / seminar organizers		

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MARCH					
	 Sales Blitz	Region Frankfurt a.M.	Sales Blitz Action VCH Hotels		
17. Mar – 20. Mar 10	M.I.T.T. fair	Moscow	Russian outgoing fair. In cooperation with ALPHA Travel Consultants, Berlin		X
	 Start of preparation for TOPrez NG		Hotelupdates and loadings must be completed by this date		
19. Mar – 21. Mar 10	Ferienmesse	Freiburg	Local end user fair		
	 Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media		
25. Mar – 28. Mar 10	TUR fair	Gothenburg	Leading tourism and travel trade fair in Scandinavia		X
	 Telemarketing-Training	tba	In cooperation with VCH Hotels Germany		
	 ADAC editorial		Print advertisement in the ADAC club magazine		
APRIL					
	DER Corporate Kick off Meeting	Frankfurt	Introduction on the upcoming RFP season for the DER corporate programs	X	
	 Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
10. Apr – 18. Apr 10	 Saarmesse	Saarbrücken	Local end user fair		X
	 Monthly pressinformation		Corporate or individual press infor- mation distributed to travel media		
15. Apr – 17. Apr 10	 Caritaskongress	Berlin	Specialised Christian congress		X
16. Apr – 17. Apr 10	Reisebörse	Frankfurt	Local end user fair		
18. Apr – 21. Apr 10	GTM – Germany Travel Mart	Mainz	Germany incoming leisure business fair. Limited number of co exhibitor spaces available		X
	 Sales-Blitz	Essen, Düsseldorf, Köln, Bonn	Sales Blitz Action VCH Hotels		
23. Apr – 24. Apr 10	Reisebörse	Dresden	Local end user fair		
25. Apr – 27. Apr 10	 TOP INTERNATIONAL Hotels & Corporate Partners ANNUAL MEETING	tba	Meeting with our hoteliers, part- ners, journalists and the colleagues of the TOP / TOP CCL offices		
24. Apr – 04. May 10	 Maimarkt	Mannheim	Local end user fair		X

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
MAY					
	HRG Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the HRG consortia program	X	
04. May – 07. May 10	ATM – Arabian Travel Market	Dubai	Travel trade professional fair in Saudi Arabia		X
05 . May 10	STB fair	Essen	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
	 Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
10. May – 12. May 10	 Hebammen Kongress	Düsseldorf	Specialised congress for mid wives		X
12. May – 16. May 10	 Monthly pressinformation	Potsdam	Corporate or individual press information distributed to travel media		
	 Kirchentag	Munich	Specialised Christian end user fair		X
	 Hotel Information 2011		Collection of hotel facts & figures for 2011		
	Corporate website marketing		Individual hotels may select a limited number of keywords/ phrases to describe their hotel		
25. May – 27. May 10	 IMEX fair	Frankfurt	International trade fair for conference- / seminar organizers		X
	-Group tariffs 2011-rate request		Collection of Group tariffs 2011		
28. May – 30. May 10	 FamExpo	Winterthur	Local end user fair Switzerland		X
28. May – 06. Jun 10	 Hessentag	Langenselbold	Local end user fair		X
JUNE					
	BCD Travel Kick off Meeting	tba	Presentation on the upcoming RFP season for the BCD consortia program	X	
04. Jun – 06. Jun 10	 Bundestafeltreffen	Rosenheim	Specialised Christian congress		X
	Rate Information 2011		Collection of rates for 2011		
11. Jun – 13. Jun 10	 Babyexpo	Vienna	Local end user fair Austria		X
13. Jun 10	 Christustag	Bern	Specialised Christian fair in Switzerland	X	
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients		

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JUNE					
	 Sales-Blitz	Stuttgart, Karlsruhe	Sales Blitz Action VCH Hotels		
	BabyWelt	Hamburg	Local end user fair		
	 Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
19. Jun – 20. Jun 10	 Baby + Kind	Freiburg	Local end user fair		X
	SABRE Upsell functionality update		Selling higher room category automatically through all SABRE travel agents functionality		
	Distribution of corporate company turnovers		Distribution of turnover statistics to corporate clients		
	 Monthly pressinformation		Corporate or individual press information distributed to travel media		
	 Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
18 Jun – 27. Jun 10	Kieler Woche	Kiel	Local end user fair		X
30. Jun 10	STB fair	Stuttgart	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
JULY					
	Consortia Selection 2011		Hotel selection on various consortia participation for 2011		
	 TOPrezNG going live		TOPrezNG Impelematation		
	 Sales-Blitz	Berlin	Sales Blitz Action VCH Hotels		
27 Jul – 29. Jul 10	 RDA Workshop	Cologne	Coach- and bus organizer travel trade fair		X
	 Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
	 Monthly pressinformation		Corporate or individual press information distributed to travel media		
	American Express cardholders campaign		AMEX cardholder campaign continues with selected individual hotel marketing messages on invoices		
31. Jul 10	Corporate company turnover requests		Turnover request of the top companies for preparation of the negotiations 2010		

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AUGUST					
	Hotel.de e-newsletter sponsoring		Sponsoring of hotel.de e-newsletter. Free weekend sponsoring is mandatory for participating hotels		
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
31. Aug 10	STB fair	Frankfurt	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		X
	EuroBus - group tariffs promotion		Various group marketing activities with coach media market leader EuroBus		
SEPTEMBER					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	Sales-Blitz	Switzerland	Sales Blitz Action VCH Hotels		
19. Sep 10	Weltkindertagsfest	Berlin	Local end user fair		X
	Preparation -Marketing Plan 2011-		TOP/TOP CCL hotels send their input and requests for the planning 2011		
25. Sep – 03. Oct 10	Oberrheinmesse	Offenburg	Local end user fair		X
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
29. Sep – 30. Sep 10	Business Travel Show	Duesseldorf	Corporate buyers travel fair		
	American Express cardholders campaign		AMEX cardholder campaign continues with promotion on various hotel on „AMEX Selects“ website		
	Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
OCTOBER					
	Sales-Blitz	Hamburg	Sales Blitz Action VCH Hotels		
	Preparation brochure -Meetings & Incentives 2011-		Start of collecting information for the Brochure -Meetings & Incentives-		
	Preparation brochure -TOP CCL Guide 2011-		Start of collecting information for the Brochure -TOP CCL Guide-		

ACTIVITIES 2010

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OCTOBER					
01. Oct – 02. Oct 10	Reisebörse	Dessau	Local end user fair		
04. Oct – 05. Oct 10	ACCESS	Vienna	Conference-/seminar organizers fair Austria		X
	Tour Salon	Poznan	Travel trade / Local end user fair Poland		X
15. Oct – 17. Oct 10	Intersana	Augsburg	Medical and -best ager- local end user fair		
	Bimbi	Milan	Italian local end user fair		X
	Preparation brochure -Happy Days 2011-		Start of collecting information for the Brochure -Happy Days-		
16. Oct – 24. Oct 10	INFA	Hanover	Local end user fair		X
	Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Telemarketing-Training	tba	In cooperation with VCH Hotels Germany		
22. Oct – 23. Oct 10	Reisebörse	Cologne	Local end user fair		X
	Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		
24. Oct – 01. Nov 10	Consumenta	Nuremberg	Local end user fair		X
26. Oct 10	STB fair	Munich	Conference-/seminar organizers fair. Limited number of co exhibitor spaces available		
	Baby + Kind	Sindelfingen	Local end user fair		X
	BabyWelt	Munich	Local end user fair		
	EXPEDIA marketing		Preparation of various EXPEDIA marketing actions		
NOVEMBER					
	Quarterly e-Newsletter		News and special offers of TOP CCL Hotels to clients.		
	Terra Tage	Austria	Austrian travel agent meeting		X
	Family09 – NÖ Familienpass	Wiener Neustadt	Local end user fair		

CALENDER	ACTIVITIES/EVENTS	LOCATION	DESCRIPTION	VISIT	STAND
NOVEMBER					
	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
	■ Weekend voucher auction „Die Zeit“		Sponsor a free weekend stay for an auction and receive free advertisement		
	BabyWelt	Stuttgart	Local end user fair		
	■ Monthly pressinformation		Corporate or individual press information distributed to travel media		
	Familie & Heim	Stuttgart	Local end user fair		
	■ Hotel review winning game		Promotion of selected TOP/TOPCCL Hotels in individual hotel review mails from easyres.com		
17. Nov – 21. Nov 10	■ Touristik & Caravanning International	Leipzig	Local end user fair		X
20. Nov – 28. Nov 10	■ Du + Deine Welt	Hamburg	Local end user fair		X
	Christmas mailing to company, consortia, conference organizers		- Thanks for the cooperation in 2010 - calendar mailing		
DEZEMBER					
	■ Participation request for sponsoring winning games		Preparation of co operation with selected magazines, newspapers, etc for sponsored draws. Sponsoring of free stays voucher of a certain value is mandatory for participation.		
	■ Sales-Blitz	Germany	Sales Blitz Action VCH Hotels		
	EIBTM	Barcelona	International trade fair for conference- / seminar organizers		X
	■ Monthly pressinformation		Corporate or individual press information distributed to travel media		
	■ Bimonthly TOP/TOPCCL Hotel News		Internal newsletter on the most recent and updated activities, partners of TOP CCL Hotels		



The name TOP unites a group of selected hotels, which are among the best in their respective category in their location. TOP INTERNATIONAL was founded in 1982 and the company today is one of the leading voluntary chains in Europe. Within the framework of continuous expansion, TOP INTERNATIONAL has entered into a joint venture agreement with VCH-Hotels, Familotel and Falkensteiner. Both independent companies join forces in belongs of sales activities, advertising (hotel guide, website, etc), exhibition appearance and reservation system developments.



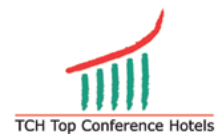
VCH-Hotels – Verband Christlicher Hoteliers e.V. – has been operating on the hotel market for over 100 years. Living according to Christian principles, with the emphasis on hospitality, is the hallmark of VCH Hotels. VCH's motto is "At home when away". The 3 and 4 star establishments and monasteries in the VCH-Hotels range offer cultural, conference, holiday and wellness facilities designed to appeal to a wide spectrum of guests. This is the motivation for the TOP INTERNATIONAL and VCH-Hotels partnership.



The brand TOP City&CountryLine represents the exclusive line of TOP INTERNATIONAL. It lists „Private First Class & Luxury Hotels,, in Germany and neighbouring Europe in an additional exclusive guide. All these hotels are participating in a special quality control program, personally controlled by the dedicated Hotel Service Manager. Intensive PR, marketing activities and exploitation of additional sales channels, in order to market the exclusive brand of the group and increase the utilisation of partner hotels.



FAMILOTEL: The new joint venture partner FAMILOTEL represents 50 hotels in the three and four star category throughout 5 countries in Europe. They are mainly based in beautiful and attractive leisure destinations. The concept is focused on holiday stays for parents with children in especially family friendly qualified hotels. The personal attendance of the children's day-care and playgroups, leaves the decision to the guest whether they want to spend the time together or leave their kids in trained and caring hands of the hotel staff.



The TCH TOP Conference Hotels is a service of the TOP City&CountryLine and TOP INTERNATIONAL hotels and offers an innovative conference and congress service. Seven days a week the TCH team is available as a competent partner around the topic "professional conference organization". Regardless if searching for a breathtaking incentive location or organizing a series of seminars in various destination, the TCH is a one-stop-agency providing fast service with knowledge of the hotel industry and customer needs.



Falkensteiner Hotels & Residences is a family-run group of hotels that puts tradition and personal service right at the centre. All of our accommodation is characterized by individual styles. And because everyone imagines their holiday in a different way, our offer has been arranged to meet the most varied requirements and is divided into three lines: Family, Wellness and City. Whichever one you choose, you can look forward to top amenities, committed service, well-situated hotels, spacious rooms, refreshing and unusual architecture and attractive packages and offers!

GOLDRES2

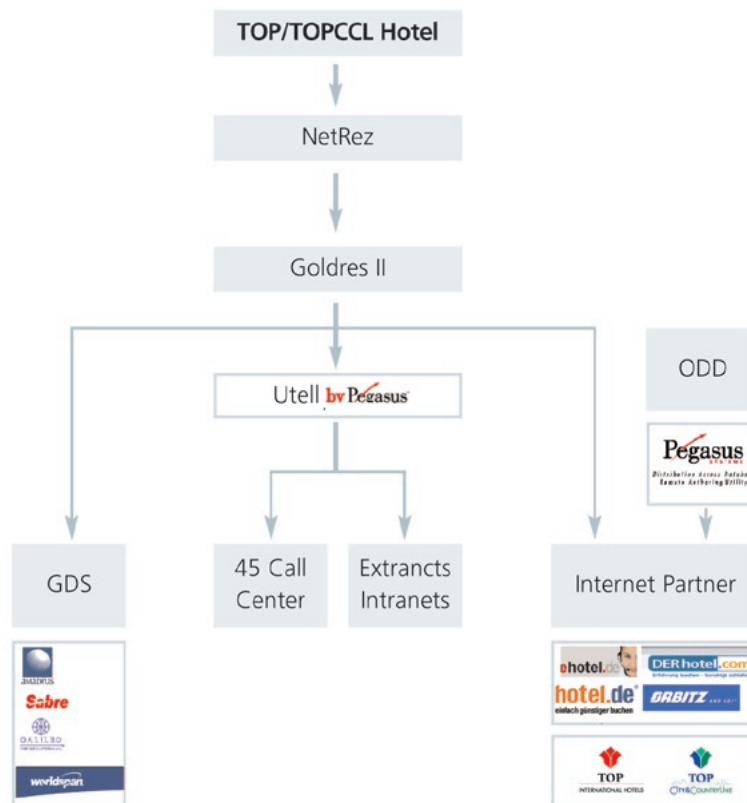
TOP's own reservation system (CRS) under the name of GOLDRES2, with own private chain code TP.

GOLDRES2 is the most sophisticated CRS in Europe enabling our hotels full access to the major global distribution systems. To all GDS systems (Amadeus, Galileo, Worldspan, Sabre) our CRS has the highest level of connectivity, also known as seamless next generation. "Alternate property" search is one of the recently subscribed cross selling tools for the Amadeus GDS.

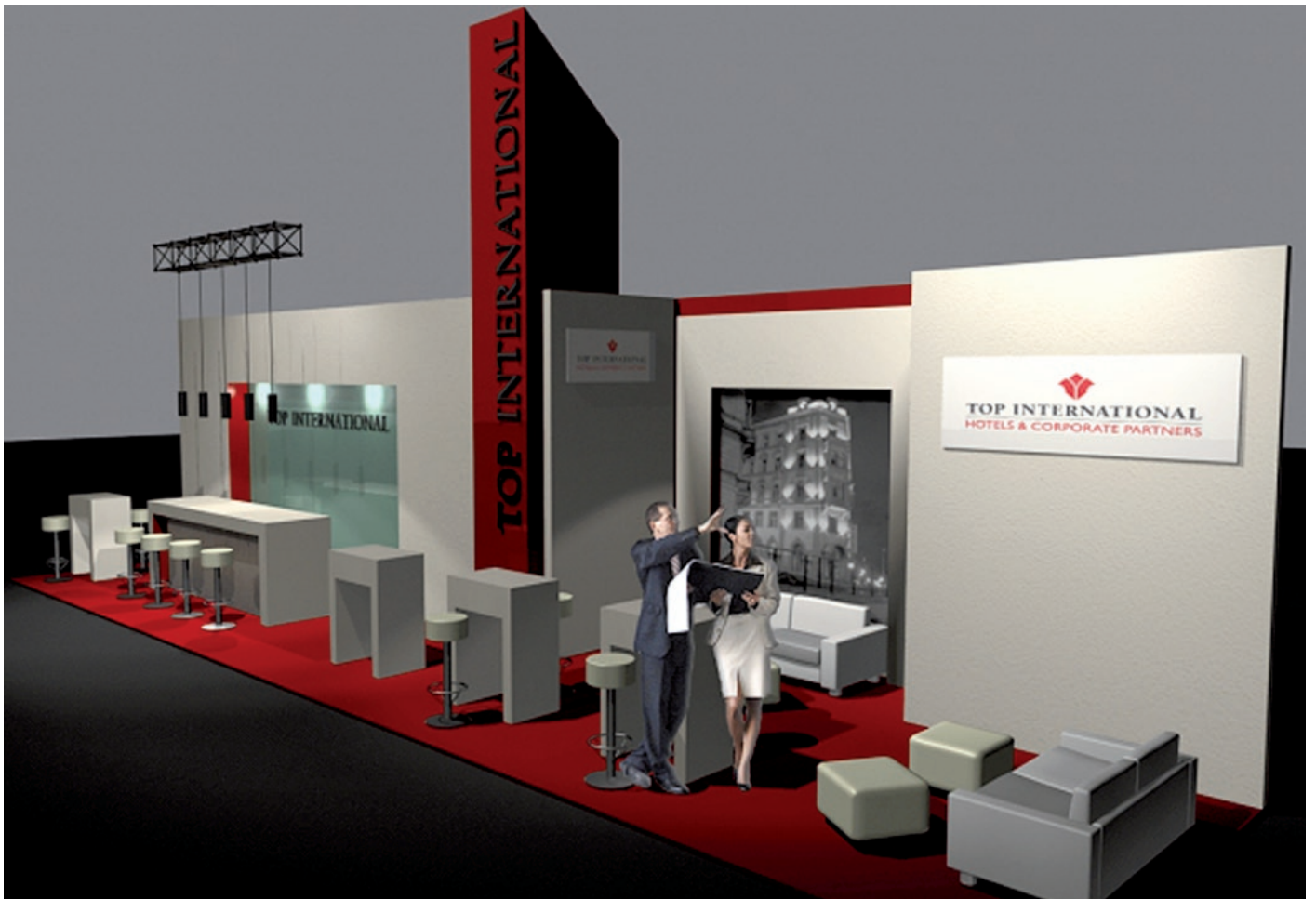
All TOP / TOP CCL Hotels are connected to 45 UTELL call centre in the world and control their availability and rates for those agents also by using the Goldres2 system.

The XML technology of our provider PegasusSolutions automatically links our properties to approx. 4.000 individual internet online booking sites. Password protected booking facilities through the websites of www.topinternational.com and www.topccl-hotels.de for special negotiated company rates and partner programs like ADAC (German automobile club) underline this highly advanced technological development.

Rounding up the online capabilities is our packaging tool, allowing all partner hotels to serve their clients with unique packaged arrangements to be booked online with instant confirmation.



Impression ITB trade fair





TOP INTERNATIONAL
HOTELS & CORPORATE PARTNERS

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