

**TOPHOTEL PROJECTS**  
*World Tour*

# Locations 2016



**LONDON**

20th July

**MIAMI**

25th August

**DUBAI**

20th September

**SINGAPORE**

18th October

**NEW YORK**

15th November

**BERLIN**

1st December

# Background



**TOPHOTELPROJECTS**, headquartered in Germany, started in 2009 and has grown massively over the last several years. It is now a well-known and respected brand in the global hotel, design and supply industry.

Core of the business is detailed and up to date information about the global hotel industry. **TOPHOTELPROJECTS** provides their clients with:

- Database of over 250,000 hotels in operation with all details and attributes
- Online database of all hotel brands worldwide, including concept, figures, pipeline and over 20,000 contacts on headquarter level.
- Online database of all major hotel planning, projects, refurbishments and extensions worldwide. Currently the database has more than 5,000 confirmed projects; all presenting detailed construction timescales, investment figures and all relevant contacts including developers, project managers, architects, interior designers and more.

At present **TOPHOTELPROJECTS** is not only just a high-end data provider, it has become a major media platform where all disciplines from the global hotel industry can find information, leads, latest news items and discover industry events. The company established itself as a strong brand and developed other sub-brands.

**The mission of TOPHOTELPROJECTS is to connect people and businesses within the global hospitality industry on different channels.**

- **TOPHOTELPROJECTS** is specialized exclusively on the hospitality industry.
- The majority of the Top 500 international hotel supply companies trust the service and more than 90% of the clients stay after the first year of subscription.
- **TOPHOTELPROJECTS** is a patron, respective judge for the leading hotel awards: the European Hospitality Awards, European Hotel Design Awards and the Asian Hotel Design Awards.
- American Express trusts **TOPHOTELPROJECTS** figures for the annual “American Express Global Meeting & Conference Analysis” and the International Hotel Association (IHA) trusts **TOPHOTELPROJECTS** figures for the annual “Hospitality Branch Report”.

## Data

TOPHOTELCONSTRUCTION  
TOPHOTELCHAINS  
TOPHOTELCENSUS

## Directories

TOPHOTELDESIGN  
TOPHOTELSUPPLIER  
TOPHOTELEVENTS

## Media

TOPHOTELNEWS

## Events

TOPHOTELEVENTS  
TOPHOTEL **World Tour** 2016  
(London, Miami, Dubai,  
Singapore, New York, Hamburg)

# Program

The TOPHOTELPROJECTS **World Tour** is a series of high quality, **personal networking** events, that connects the **local market** in the most important cities for the hospitality projects industry on a global level.

The one-day conference presents a unique blend of crucial industry information and power networking in an interactive and inspirational program with:



## Presentations

Industry facts & figures for the regional pipeline; focused on the local developments and industry trends.



## The "Creative Spark"

3 new project presentations by a responsible/involved party including a voting session and award nomination.



## Panel Discussion

A hospitality /consumer trend relevant for all local participants.  
The panel is a mix of an **investor**, an **architect/interior designer**, **hotel supplier**, a **hotelier and media representative**.  
The experts are included in discussion, with an interactive format where the audience will be interviewed by host.

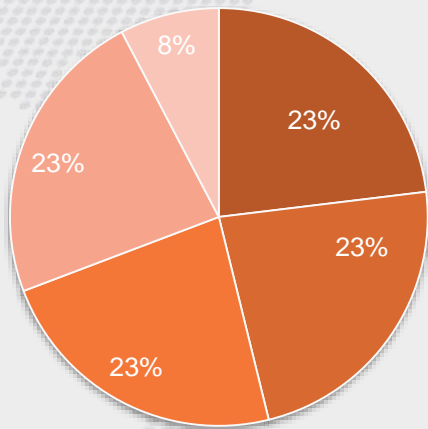


## 8 'Change Tables Sessions' organized networking sessions/introductions

The TOPHOTELPROJECTS **World Tour** conference room has a classroom set up with six delegates on each table. During the 'Change Tables Session' attendees introduce themselves to others on their table. In between the talks, panel discussion and project presentations all participants change tables. Each new 'Change Tables Session' starts on a different table with different delegates.

# About

Meet the Local Hospitality Industry in an exclusive group of 66 delegates:



- Investors/owners
- Architects/Designers
- Hoteliers/ Operators
- Hotel Suppliers
- Media

**TOPHOTELPROJECTS World Tour venue:**

- Recently opened or largely refurbished property
- A locally influential property which reflects the conference theme
- With a contemporary design look
- Lunch presented in the hotel restaurant
- Drinks reception hosted in the hotel bar
- 4/5 star hotel

**TOPHOTELPROJECTS World Tour:**

- Aims to create **long term relationships** with all participants
- Larger networking sessions in social format (morning/afternoon breaks, lunch, drinks reception)

**TOPHOTELPROJECTS World Tour:**

- Leads relevant discussions on social media channels where participants/sponsors/partners will be prominently featured.
- Connects the dots between global industry facts and the local community and trends with a local ambassador
- Personal and authentic: from local delicacies in the menu to a local ambassador, happening venue, genuine discussions and small networking group

# Client's Voice



"Unique and exclusive!  
The TOPHOLA2015, organised by TOPHOTELPROJECTS in Buenos Aires attracted high quality hotel owners, operators and top class designers. I was honoured to do the keynote speech here."

**Francisco J. Gutiérrez de Arrechea**  
The Innova Room | Argentina



"I have worked with a number of Global Data Sources for many years, but have found the services and support from TOPHOTELPROJECTS to stand out by a mile; they present a human side to data management in working closely with their clients to deliver results."

**Ilker Hussein**  
Laufen Bathrooms AG | Switzerland



"I have been a subscriber to TOPHOTELPROJECTS for several years, and find it to be an excellent resource; well-researched, with accurate data and an easily understandable structure allowing accurate drill-down to the precise information you are looking for."

**Gordon Brown**  
TeleAdapt | United Kingdom



"TOPHOTELPROJECTS has been a most excellent investment. The information is detailed, precise and just what we need to get projects going. We are very happy."

**Peter Yeung**  
Latino Asiatica Ltd. | Hong Kong



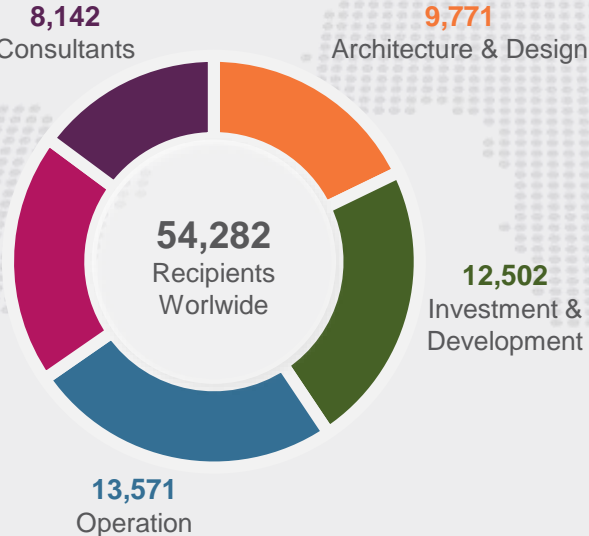
"TOPHOTELPROJECTS is a great lead generation database! We are on our 4th year subscription, very easy to navigate, good valuable comprehensive project information, can download all the data you require. Would be lost without. Keep up the great project information."

**Kim Peacock**  
Villeroy & Boch | United Kingdom

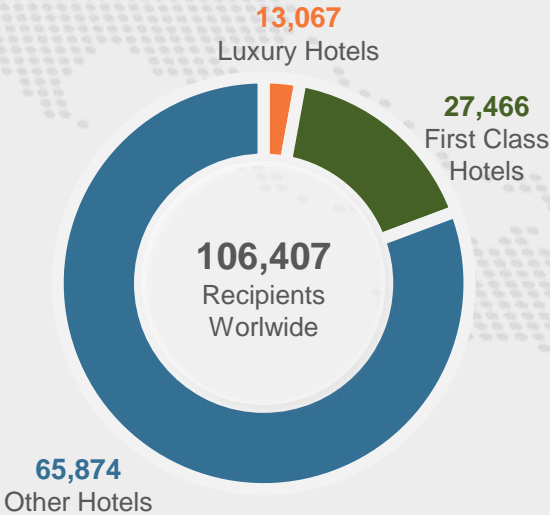
# Media Reach

**160,689**  
Recipients Worldwide  
*Weekly Newsletter*

## Industry Stakeholder



## Existing Hotels



# Social Media



**19,145**  
Group Members  
*TOPHOTELPROJECTS*

**121,480**  
Group Members  
*Related*

**61,102**  
1st degree  
*Contacts*



**82,204**  
Followers  
*Related*

# Contact



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