

FastBooking News

APRIL 2008



RICHARD KEFTS,
CHIEF EXECUTIVE OFFICER

In our last Newsletter we announced that 2008 would be a year full of with innovation and developments. Well, the first quarter is hardly up and we are already able to report two major developments in our product range which really will simplify the day-to-day management of online sales and marketing and help maximise revenues.

First of all it is our very great pleasure to tell you about the new Back Office for your Booking Engine. It took our development teams several months of hard work to finalise this new version. Results are in line with our expectations: this is a distinctly modern and user-friendly product.

The second great new feature is a brand new version of our Updater tool, which will be available very shortly. Hatched from the very latest technologies, the product has undergone any number of improvements and today gives top-of-the-class performance for the management of distribution channels.

These huge steps forward, just the first in a long series, prove the commitment of FastBooking to positioning itself as the must-have partner for your online reservations. In this framework, our teams are being strengthened and, amongst other things, we are opening two new key business units for corporate activity: a B-to-B Marketing Department, run by François Girodolle, and a Product Management Department headed by Nicolas Borgis. We also welcome Guillaume de Marcillac as our new CFO. All three joined us at the beginning of the year to be a part of the Fast-Booking adventure and bring us their solid experience in their respective fields.

*I wish you a pleasant reading
Richard Kefts*

NEWS OF THE MONTH

FastBooking Engine

A new back office

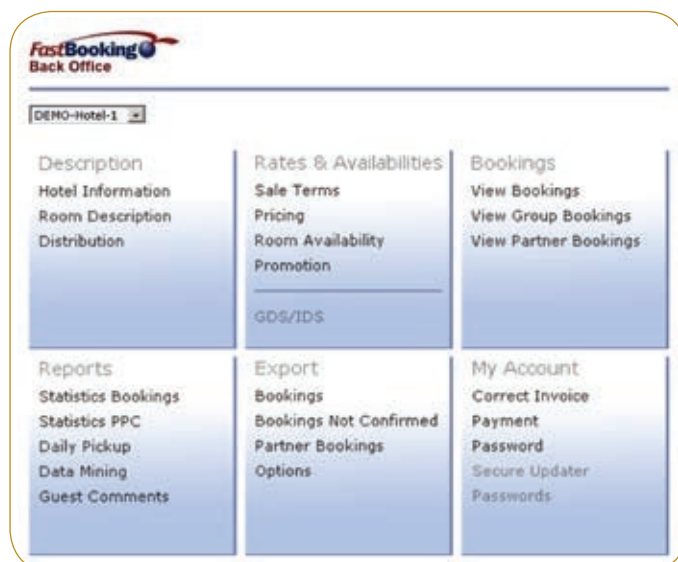
Very many of you were calling for an overhaul of your back office. So we went and did it. The new interface is distinctly more user-friendly to provide a lot of extra user comfort and help you save time, mainly because it is so simple to use.

The main features of the new back office can be summed up in a few words: a pastel screen, headings arranged by clearly differentiated and explicitly labelled modules, a unified page structure and simple, intuitive browsing.

On each inside page, a header helps you to easily see exactly where you are on the interface, and there is a home button to return to the main menu and a logout button to log off. The reporting and data export sections have been clearly separated in parameter settings for greater consistency. Lastly, a My Account module has also been added and for the moment contains information already well known to you, like the possibility to pay your FastBooking invoice online. New functionalities will be added very shortly.

For all that, the menus and fields are the same, so no special training is required to adapt to the new system. On the contrary, this new interface will make it easier for any new operator to get the hang of how the system works. Last but not least, the new back office is now multilingual, a big breakthrough. It is currently available in English, French, German, Italian, Spanish and Chinese and eventually will be translated into the Booking Engine's 27 languages.

The new interface will initially be rolled out in a Beta test version with one group of clients. From end of April onwards you can ask to move up to this new version, either replacing the old one or working concurrently with it.



*For further information,
please contact your e-consultant:
support@fastbooking.com*

FastBooking
HOTEL BOOKING EXPERT



FastBooking Updater

A new tool available on May 15

Announced at the Berlin ITB Fair on March 5th last, the very latest version of FastBooking Updater brings with it a whole series of innovations to optimise your business strategy and simplify still further the day-to-day management of your distribution channels. Now operating as a perfectly integrated facility with the Net booking engine and FastBooking's GDS/IDS solution, the new version of FastBooking Updater will help you to easily update your rates and availabilities simultaneously on your own website, on GDSs and on more than 20 distribution sites (chosen from over 50 available sites), working with a single screen and in three simple stages. Courtesy

of One Click Parity™ technology, you will of course still be able to publish the same rate on all distribution sites in a single click, with account automatically taken of commissions and markups for each site. This is your guarantee of total rate parity on both the Net and traditional channels.

Now available in 5 languages (English, French, German, Italian and Spanish), the new version of Updater also features fully integrated reporting tools and alert systems by e-mail to help you in your day-to-day business management. It also has a new administration tool to define various rights of access in accordance with user tasks and responsibilities.

In addition to increased performance and the simplification of the updating process, the new version of FastBooking Updater also helps to improve control over channels. This is because it is fitted with a data updating option to give you a real-time updated overview of your situation on all your extranets.

The new version will be available from May 15, 2008. In between time, *for further details get in touch with our Product Manager Matthieu Dutter: mdutter@fastbooking.com or on + 33 1 44 71 05 11*

THE PLUSES OF FASTBOOKING



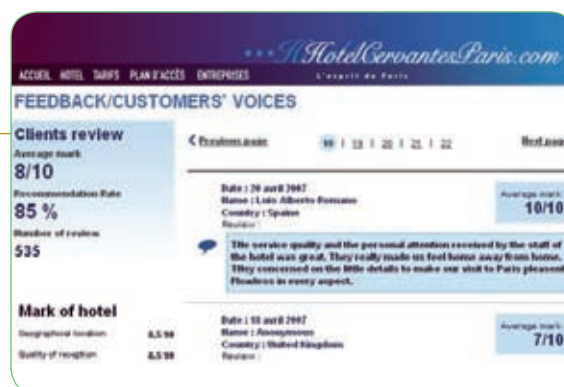
Enhance your website with no extra effort thanks to XML Interfaces

"XML Interfaces". this technical term may sound strange, but you might like to know that thanks to new developments from FastBooking you will now be able to recover data entered in your FastBooking Back Office and automatically place it onto your web pages, which cuts out needless re-entry. For example, you can automatically recover data about your promotions to put it online on

your site. This saves precious time and also rules out risks of error, like forgetting to cancel a promotion that is over. Another interface XML also exists to recover ratings, opinions and comments made by web-users about your establishment further to the sending of the post-stay satisfaction questionnaire (for customers who opt for the e-mailing solution or for reservations from

distribution sources). This way you can enhance your site with traveller feedback, which provides a good addition to information and is a powerful sales support tool.

Don't hesitate to talk about this with your webmaster, who will be in touch with our development teams: support@fastbooking.com



QUESTION'S ANSWERS

Can my FastBooking reservations be automatically recorded in my PMS?

There is every chance that your PMS could be interfaceable with your Booking Engine. At your request, FastBooking can provide your PMS teams with technical literature to help develop a one-way interface between the two systems.

Several PMS, for example GP Dati, Sothis by Realsoft, Jazotel, Medialog, Mingus, Hotel Concepts and Winner, have already developed this interface so you can transfer bookings from your site directly into your business software.

Get in touch with your e-consultant for further details: support@fastbooking.com

Distribution Programs

Slashed prices... watch out for unfair practice

In a previous Newsletter (June 2007), we reminded our clients involved with the FastBooking distribution programme of the necessity to observe applicable French legislation concerning promotions run on our different websites. More precisely, article 2 of the statute N° 77-105/p of September 2, 1977, relative to price advertising stipulates that

when a discount is announced it has to be made in relation to the "product's reference price" and that this reference price must be the price that is really and regularly charged. Unfortunately, some hotels, intent on publishing very high discount rates, continue to artificially inflate this reference price or use as their reference price a rate that is charged only very exceptionally. FastBooking

cannot endorse these illegal practices for which some companies have already been brought to book and convicted of misleading advertising.

For this reason, we hereby inform our clients that from now on we will not display any promotion rates with a discount in excess of 50%.



Charming hotel located in the heart of the historical area in front of the Cathedral, typical restaurants...

[More info](#) [Location](#)

★★★★

7.2/10
Recommendation rate
75 %

8 reviews

748 €

186 €

per room, per night
VAT not included (7%)
Breakfast not included

- 75%

Book

New distribution partners

FastBooking continues to expand and grow its international partner network to give you greater visibility on the Net and additional booking potential with a diversified customer base. For instance, FastBooking has recently listed its client hotels on 3 new sites: Bezurk, Bookingbuddy (Tripadvisor group) and Vinivi. Bezurk and BookingBuddy are two fast-growing tourism search engines, the former used mainly by customers from South-East



Asia and the Pacific, and the latter by US clients primarily consulting destination Europe. Vinivi, which reports monthly traffic of 300,000 one-hit visitors, is the number one European site for travel information, made by travellers. The first stage of our collaboration with Vinivi

covers France, Italy, Spain and the UK. Other destinations will be included into the FastBooking product at a later date.

ADVICE FROM FASTBOOKING

GDS/IDS Solution

FastBooking GDS/IDS
Optimise your sales on the GDS channel

Traditional channels still account for a very large share of hotel bookings. For the clients who opted for the FastBooking GDS/IDS solution here is a little advice to help you increase the number of your reservations on GDS.

■ GDS bookings are generally made earlier than others. Do not forget to configure your

rate periods way ahead of time, at least until the end of 2008.

■ Also, do not hesitate to vary your rate offer by creating a BAR – "Best Available Rate" – or other price levels.

■ To appear on the selection lists it is necessary to guarantee minimum availabilities

at any one time otherwise your hotel will be "invisible".

For any questions about your configuration or the implementation of a new price level, contact our experts: gds@fastbooking.com or on +33 1 44 71 03 65.

45% growth for FastBooking in 2007

Seen on Hospitality.net - 19 February 2008

"FastBooking, the expert in on-line hotel booking solutions, has announced turnover growth of 45% compared with 2006. The company, which employs over 130 staff, now has 3700 client hotels throughout the world. Five hundred and eighty new establishments joined FastBooking in 2007, including the Hôtel Beau Rivage in Geneva, the Ca'Sagrada Hotel in Venice, the Royal Plaza on Scotts in Singapore, the Rathbone in London

and the Hôtel Square in Paris. FastBooking has now seen major growth for seven consecutive years, with turnover progressing from €200 million in 2006 to €290 million in 2007 (+45%). The company, which has recently attracted major investment from 3i and Edmond de Rothschild Investment Partners (EdRIP), now has considerable scope for

hospitality.net INDUSTRY NEWS

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During 2007, a total of 2.1 million roomnights were reserved through all of FastBooking's solutions: Booking Engine installed on hotels' websites, Internet Distribution and GDS/IDS distribution. Europe remains FastBooking's key market, representing 80% of business volume and growth of over 40%. At the same time, the Asian market, a strategic centre for the company's development in 2008, showed a growth rate of 65%.

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CLIENT TESTIMONIAL

"We have been working with Fastbooking for 5 years and have since seen a lot of increase in our sales volume each year. As a group of 6 hotels, the FastBooking products are adapted to our needs with fonctionnalités like cross-selling or the possibility to display many different types of offers in the Booking Engine. By using a combination of all FastBooking products, Internet Booking Engine, GDS/IDS solution, Checker and Updater tools we have all the necessary tools to build an efficient on line strategy. In particular we started to use FastBooking Updater last September and we would really recommend this tool to hoteliers which is accessible, easy to use and makes all the work with many extra-net channels so much easier. We save a lot of time each day."

Ágústa Valdís Sverrisdóttir
INTERNET CHANNEL MANAGER
Icelandair Hotels

RECENT ADDITIONS

 CLARIDGE HOTEL Claridge Hotel – Miami Beach www.claridgemiamibeach.com	 Hotel President – Prague www.hotelpresident.cz	 West-2 Hyde Park Apartments – London www.west-2.co.uk
 Princes Square Hotel – London www.princessquarehotel.co.uk	 Victoria Hotel – Malta www.victoriahotel.com	 Quality Hotel – Singapor www.qualityhotel.com.sg
 Grand Hotel Tiberio – Roma www.ghitiberio.com	 Park Hotel – Grenoble www.park-hotel-grenoble.com	 Hotel Juana – Juan Les Pins www.hotel-juana.com
 Chancery Pavilion – India www.chancerypavilion.com	 Quinta Da Casa Branca – Madeira www.quintacasabranca.pt	

NEW MEMBERS ON FB GDS/IDS WITH THE "ON" CODE

 Suncrest – Malta	 Icelandair Hotels – Iceland	 ADI Hotels – Italy	 Eclectic Hotels – UK
 Cidade de goa – India	 Moon Valley Hotel Apartments – United Arab Emirates		

ALWAYS READY TO HELP YOU

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