

FastBooking News

AUGUST 2007

Book



EDITORIAL BY
JEAN-LOUIS BOSS,
MARKETING DIRECTOR

In our last newsletter, we spoke to you about it in veiled terms. Today, we're proud to announce that following six months of development, our new distribution website Only-Recommended-Hotels.com was officially launched on June 20. Gathering together a selection of FastBooking client hotels with the best Internet-user ratings and presented via video, Only-Recommended-Hotels.com is the only site of its kind on the market. For this reason, it enjoyed an excellent write-up in the press, as well as a very encouraging number of reservations for its first month of operation. We're taking the opportunity in this newsletter to present the site to you in detail.

What's more, we've also completely reorganized our institutional website (www.fastbooking.org). The new site is easier to use, better presents our offer and products, and clearly communicates the values that motivate us. In addition, this new site is dedicated in large part to our foreign subsidiaries which continue to grow in importance.

During this summer period, we invite you to take the time to peruse our sites.

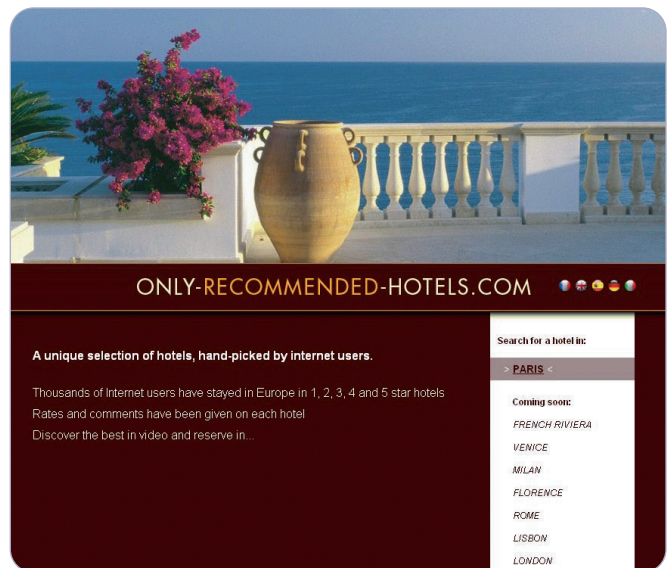
NEWS OF THE MONTH

Only-Recommended-Hotels.com, FastBooking's new reservation portal.

FastBooking, which has always provided access on its websites to the ratings and comments made by Internet users, decided to go further in this direction by dedicating a portal entirely to those hotels with the best results. Carefully designed by our marketing and technical teams, Only-Recommended-Hotels.com is the first of its kind in the world of on-line hotel reservation and meets the growing demand on the part of Internet users to feel "reassured" when choosing their stay.

With Only-Recommended-Hotels.com, FastBooking provides Internet users with a real advantage, by providing them with a maximum number of guarantees regarding hotel quality and allowing them to concentrate their selection on more subjective criteria, such as the hotel's neighbourhood, number of stars and access to certain services. But that's not all. **To guide and reassure them even further, FastBooking has introduced a video presentation of the hotel**, as well as a gallery of 20 photos. The Internet user will be able to discover the rooms, the communal areas and the various services offered by the hotel, through a film of several minutes.

FastBooking based its selection on the customer-satisfaction questionnaires returned by Internet users having stayed at its client hotels. While FastBooking has chosen to offer Internet



users a selection of hotels in each category, it has nevertheless set strict qualification criteria. Therefore, **only those hotels with a minimum score of 8/10 with regard to their welcome and cleanliness, an average overall rating of 7.5/10 and a recommendation rate of more than 80% were selected.** In total, 300 hotels in 8 European destinations (Paris, the French Riviera, Venice, Rome, Milan, Florence, London and Lisbon) qualified.

This new website testifies to FastBooking's continual quest to offer its clients new reservation opportunities. At Only-Recommended-Hotels.com, everything has been carefully thought-out to transform the maximum number of visitors into buyers. While it's difficult to add hotels during the year, **the selection will be revised once a year to allow new clients to be listed on the site.**

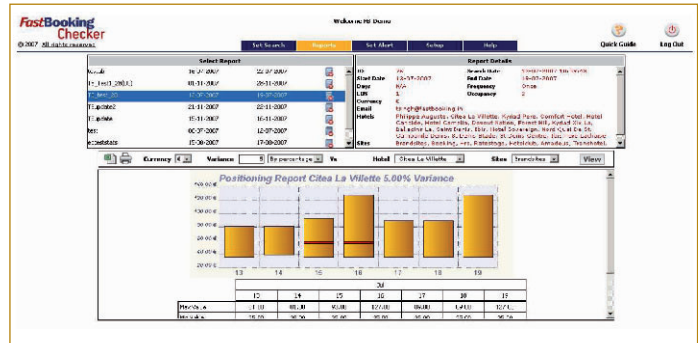
FastBooking Checker

FastBooking Checker V3 : ever more functionalities

A fully-automated competitive-intelligence tool, FastBooking Checker allows hotels to easily analyze in real-time the rates offered by their main competitors, whatever the mode of dissemination: Internet distribution portals, IDS or independent hotel websites.

For the 2nd time already since its launch in March 2006, FastBooking Checker has undergone important improvements. Today's Version 3 is much more ergonomic and powerful (clients already equipped will have the latest version installed on their system before the end of the third quarter).

While the "Set Search" page, which allows users to set their search criteria, has been improved with the possibility of creating several simultaneous searches, to save these searches and to modify the criteria at any time, the most important changes made concern the reports. The reports are now more interactive and are generated more quickly, with numerous read-out levels possible. Among the improvements made, condensed graphics allows users to visualize in less than no time each hotel studied on the various mediums.



More than ever, FastBooking Checker is the market's most effective tool, allowing hotel-keepers to implement optimized rate strategies and to make sure their establishments are competitive and profitable.

For further information, please contact **Matthieu Dutter • mdutter@fastbooking.com • Tél: +33 (0)1 44 71 05 11 .**

New at FastBooking : using video to promote hotels

The Internet video – for advertising, education or entertainment – has become very popular over the past 18 months. Recently, it has even become an integral part of the decision-making process on the part of buyers. Taking advantage of this keen interest on the part of Internet users, FastBooking has created quite a stir by being the first to introduce videos on a hotel-reservation website. While amateur videos are popular as entertainment, professional quality plays an important role. According to a study conducted by the company Isobar, 89% of Internet users have a positive opinion of the content of professionally-filmed videos and are above all interested in quality and a factual, rather than commercial, presentation. For its new site Only-Recommended-Hotels.com, FastBooking therefore chose to call upon the services of a team of professionals to film quality videos and provide Internet users with a standardized presentation format for its hotels, lasting about 2 1/2 minutes and

presenting the hotel in detail. The videos are in Flash format, making them viewable on most computers, and will also be provided to those hotels which are able to place them on their own websites.

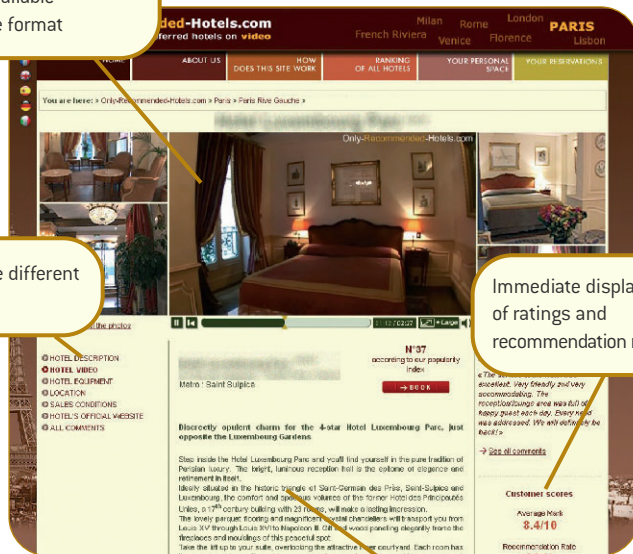
* Isobar-mai 2007 : "Panorama 2007 de la vidéo sur Internet"

Automatic downloading of the video, also available in large format

Access to the different sections

Immediate display of ratings and recommendation rates

The hotel description is written by an independent journalist for more originality and neutrality.



FastBooking signs a global partnership with TripAdvisor

FastBooking continues with its partnership strategy. As of July 4, those hotels participating in FastBooking's distribution programme are referenced on all versions of the TripAdvisor.com website (USA, Great Britain, France, Italy, Spain, Germany and Ireland) and are bookable on-line.

For these partner hotels, this represents a new opportunity to increase their visibility, thereby increasing their reservation opportunities among a highly-qualified international clientele. Indeed, TripAdvisor is the number one site for travel information and advice, with more than 10 million



reviews and opinions, and boasting worldwide traffic of more than 24 million individual visitors per month via its various distribution sites.

Open up your 2008 availability

The screenshot shows a web form titled 'Hotel Description'. At the bottom of the form, there is a checkbox labeled 'Activate 2008' which is checked and circled in red. Other fields include 'Address', 'City', 'State', 'Country', 'Zip Code', 'Tel', 'Fax', 'Email', 'Language', 'Contact', 'Title', 'Category', 'Star', and 'Type'. There is also a section for 'Hotel Title and Description' with a text area and a 'Save and Edit' button.

Booking requests for 2008 have been coming in for several months now. Have you thought about activating your forward planning for 2008 to ensure you don't miss out? Nothing could be easier: use your FastBooking back office to configure your 2008 rates and availabilities, then log on to the « Hotel Description » and tick the « Activate 2008 » box. For your information, your hotel will become bookable automatically in September 2007, even if you don't intervene manually by ticking the « Activate 2008 » box, provided you have configured the data.

THE PLUSES OF FASTBOOKING

New for the displaying of your options

Providing your clients with complimentary, on-line options (your hotel's additional products and services) can help you optimize your Internet income: catering/drinks, spa, activities, gaming, flowers, airport transfers, etc. It is now possible to provide up to 8 different options for each individual rate. So as to make your site's pages even more attractive to clients, FastBooking has improved its system: you now have the possibility of including a description and photo for each option. To access this functionality, go to the "Pricing"

The screenshot shows a browser window displaying the 'Additional Options' management interface. The main content is a table for 'Cocktail-dinner' with columns: 'Nombre de nuits', 'Nombre d'adultes', 'Nombre d'enfants', and 'Heure d'arrivée'. Below the table, there is a description: 'A delicious Champagne Cocktail served in the bar before a candlelit dinner in our Rose Garden restaurant on the evening of your choice' and a photo of the restaurant interior. The price is listed as 235 GBP. At the bottom, there is a 'Continuer' button.

FOCUS

The Administration and Finance Department

Made up of 5 persons based in Paris, including a Director, and working with 2 persons in Asia and India, FastBooking's Administration and Finance Department is responsible for collecting claims, paying suppliers, monitoring and reporting results, and managing human resources. However, the processing of wages and the creation of balance sheets and income statements are contracted out. So as to ensure efficient collection and maintain an excellent collection rate of 97%, FastBooking handles its clients' accounts in a spirit of partnership and training. To this end, the finance team devotes much of its time to providing the hotelkeepers with information on the functioning of the FastBooking system, to making them aware early on of the need to regularly monitor their reservations, and to explaining to them how corrections are made, so as to avoid any billing dispute later on. At the same time, the fast evolution



Georges Druon, Alexandra Ouch, Marzena Moison
Absentees: Magdalena Radew et Agnieszka Krupa

of the company and the diversification of its activities makes it necessary for us to reinforce the financial controlling. For this reason, the Finance Department has already begun a project to develop its cost accounting and improve its information system. George Druon has headed this department since June 2001.

To contact our team :
accounting@fastbooking.com

ANSWER TO YOUR QUESTIONS

How are the hotels on our websites rated?

Clients having made their reservation on one of our websites are emailed a customer-satisfaction questionnaire following their stay. This questionnaire allows us to evaluate the reliability and quality of our website, as well as of our accommodations. For each hotel, the "average rating" and "recommendation rate" are calculated automatically. If the percentage is less than 50, and there are less than 5 comments, this percentage is not published, and the heading "hotel recently placed online" is shown in place of the recommendation rate. Transparency and honesty are indispensable for the website's credibility; therefore, all of the Internet users' comments are posted, except those that are insulting, degrading or insincere. In addition, if you have carried out renovation work at your hotel, FastBooking can, upon your request and following verification, delete past comments thus concerned.

Hotel Booking: Internet gaining ground

« After a period of stagnation following 9-11 [...], a balance of power is reemerging, with on the one hand groups of intermediary websites [...] and, on the other hand, groups of hotelkeepers who have made the necessary investments in order to provide themselves with the best tools. In the middle can be found the independent hotels, that have no alternative but to choose their distribution sites according to their particular characteristics. Their own website usually serves as a window and relay, because the fight for the best search-engine referencin

is unequal, given the means of an international consortium compared to those of an individual company [...]. A fatality confronted by service providers such as FastBooking, that even make it their hobbyhorse. The reservation centre's site also provides visitors with a link to each individual hotel referenced in their database. An attractive alternative for hotel-keepers and one which can encourage them to develop user-friendly sites, with the advantage being that directly generated reservations entail lower commissions.»

Cahier spécial n°4 - Guide Resa... **Hôtel Resta.**

Réservation hôtelière : l'internet gagne du terrain

AS SEEN IN HOTEL RESTAU HEBDO DU 12 JUIN 2007 EXCERPTS...

CLIENT TESTIMONIAL



« For the Monte-Carlo SBM group, which has always provided its clients with a variety of tailor-made offers, it was imperative to retain this same quality and diversity of service on the Internet. Small extras - such as the possibility for guests to order champagne, flowers or Monte-Carlo Spa treatments when reserving their hotel rooms - also needed to be made available on-line. The FastBooking reservation interface includes all the options that the Monte-Carlo SBM group is interested in offering. The clients enjoy the same guarantees and services on-line as they do when booking by phone. The Monte-Carlo SBM group thereby remains just as attractive to Internet-based clients, its image remains perfectly coherent with the hotels' luxury image, and their sales necessitate no intermediary. »

Axel Hoppenot,
Sales and Marketing Director
Monte-Carlo SBM Group
www.montecarloresort.com

RECENT ADDITIONS

 L'Empire, 4* - Paris - France www.lempire-Paris.com	 Hotel Magenta, 3* - Paris - France www.hotelmagentaParis.com	 Aigle Noir, 3* Fontainebleau - France www.hotelaignlenoir.fr	 Al Capitani, 5* - Peschiera Del Garda - Italy www.aicapitani.com
 Cosmopolitan, 4* - Florence - Italy www.cosmopolitanhotel.it	 Excelsior Parco, 4* - Capri - Italy www.excelsiorparco.com	 The Bath Priory, 5* - United-kingdom www.thebathpriory.co.uk	 Gidleigh Park, 5* - United-kingdom www.gidleigh.com
 101 Hotel, Reykjavik - Iceland www.101hotel.is	 Beau Rivage, 5* - Geneva - Swiss www.beau-rivage.ch	 City Crown Hotel Taipei, 5* - Taiwan www.citycrown-taipei.com	 Sandy Beach Resort Danang, 5* - Vietnam www.sandybeachdanang.com

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

 Harbour Plaza, 5* - Chongqing - Asia www.harbour-plaza.com	 Hotel Oxford, 4* - Rome - Italy www.hoteloxford.com	 Al Mare Villas, 4* - Rhodes - Greece www.almarevillas.com	 Manotel Kipling, 3* - Geneva - Swiss www.manotel.com/kipling
 Le 71, 4* - Quebec - Canada www.hotel71.ca	 Olive Tree, 4* - Jerusalem - Israel www.olivetreehotel.com	 Canifor Hotel, 4* - Qawra - Malta www.canifor.com	 Villa San Carlo Borromeo, 5* - Milan - Italy www.villasancarloborromeo.com

ALWAYS READY TO HELP YOU

- FastBooking Europe
- FastBooking Asia
- FastBooking USA
- FastBooking Canada
- FastBooking Italy
- Information on distribution sites
- Invoice queries

- | | | |
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