

FastBooking News

JUNE 2008



SORAYA KEFS
CHIEF OPERATING OFFICER

FastBooking has just celebrated its 8 years of existence! Such success is down to you, our valued customers, who every year place your trust in us in ever increasing numbers. A big thank you to you all for your support and loyalty.

In 8 years, FastBooking has strived to become what is today an international company, renowned as the European leader for hotel reservation systems on the Internet. Yet it has not changed its philosophy and its mission remains the same: to work with you on a daily basis in your Internet development and to work alongside you to improve your hotel's performance.

Since the creation of our company, we have made it our job to supply you with high-performance and innovative solutions as well as a personalized support on a daily basis and to transfer to you our skills in order to help you generate more income. This constant support has become our specialty and it is for this reason that we have recently decided to rename our e-consulting service the "Revenue Optimization Service", a name that best reflects its purpose. There are currently more than 30 e-consultants across the world, privileged interlocutors for your establishment, who every day work with you to optimize your on-line sales strategy.

We look forward to working with you for many years to come and I invite you for the moment to discover more news about us in these few pages.

*Enjoy your read
Soraya Kefs*

NEWS OF THE MONTH

Specific interfaces: sell your complementary services on line

While on line room sales are now an integral part of hotels' marketing policy, few of them propose, beyond the Internet reservation, complementary services such as dinners, health care, shows, etc. These services however now find an echo among a clientele that has become used to organizing in advance all or part of their stay on the Internet. For hoteliers, proposing such services can attract additional customers and optimize sales and the management of their planning.

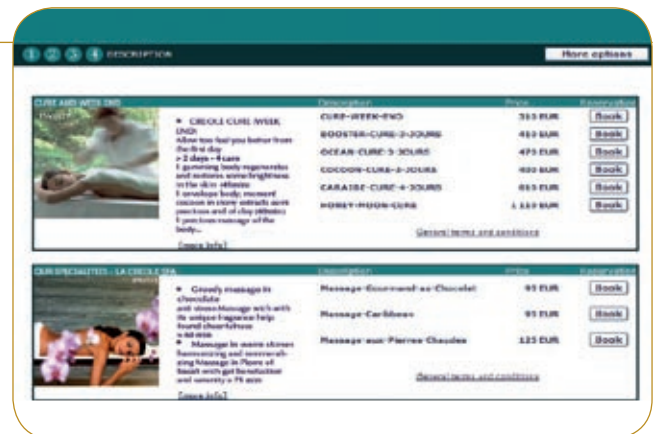
FastBooking has developed specific interfaces for spas, restaurants, shows or even seminar rooms, functioning on the same model as the hotel interface. From your Booking Engine, you will be able to fine tune your offers, manage your tariffs and availabilities. Unlike a simple option put forward to Internet users when they book a room,

your services are sold as a separate product that you can actually promote. All the techniques of Yield Management that you normally use are applicable to these services: allotment or free sale, reassignment, promotion, package, etc.

For Internet users, these interfaces have been well thought out to encourage reservations: a detailed description of the services available (possible in 27 languages), a clear display of the prices, cross-selling between the restaurants or spas of a group, possibility of reserving menus with a set price or à la carte, and selecting up to 25 additional options at the time of reservation. Especially chosen by business customers, FastBooking's CRS Seminar allows on line

booking of meeting rooms according to different configurations and different all-in prices.

An ideal compliment to this is the 3D Meeting Planner option that allows your guests to visualize in 3 dimensions your meeting areas and the different configurations possible.





FastBooking Engine

A new functionality manage your “net prices”

FastBooking Engine keeps evolving to bring you even greater flexibility in the management of your pricing policy. A new functionality has been added to the “pricing menu”: the “net price per period”.

The system already allowed you to manage one tariff category from another, by automatically applying a reduction or increase percentage. The functionality is now far more developed since this reduction or increase percentage can vary depending on the pricing period on

which you are working. Your Last minute can therefore, for example, represent 90% of your Best Available Rate offer during the week, 80% at weekends, 65% during the very low season, 100% on certain high season dates, etc.

ADVICE FROM FASTBOOKING

Open up your availability for 2009

Booking requests for 2009 have already been coming in for several months. In order to maximise sales for your property have you already thought about activating 2009 in the back office? Nothing could be simpler: configure your 2009 rates and availability

then log on to the “Hotel Description” and tick the box “Activate 2009”. Without any intervention on your side, FastBooking will activate all hotels automatically as of september 2008 for 2009 sales, provided you have pre-configured the necessary data.



PRODUCT NEWS



FastBooking Updater New Version: optimized management of your distribution channels

Multiplication of your distribution channels (own web site, third party sites, GDS, etc.) makes managing your data over all these channels complex and tiresome and hinders the implementation of a coherent and optimized pricing policy.

With FastBooking Updater New Version, this exercise has never been simpler or better performing. You are now able to update, from just one screen and simultaneously, up to 20 sites distributing your hotel among more than 50 available (new: Orbitz, Splendia, Tablets, Hotel.de...) as well as your Booking Engine and GDS interface. You will thus be able to manage all your Internet and traditional marketing from a single point of entry and in a minimum of time and enjoy total flexibility in varying your rates and allotments as often as is necessary.

Taking into account the complex systems of commissions and mark ups involved with each channel, FastBooking Updater

New Version calculates your rates automatically, reduces the risk of errors and helps you to gain valuable time every day. Your policy of rate equality becomes simple, since it is possible to apply the same tariff to all these channels and/or recover all your data captured in your Booking Engine in order to replicate them on the other channels.

FastBooking Updater New Version guarantees you an exceptional level of performance on the market. This new tool has a unique control functionality allowing you to anticipate the malfunctions on the channels that can disturb updates. Alerts and data capture reports also inform the user when an update has failed.

Since 15 May 2008, more than half of our customers equipped with FastBooking Updater have already been transferred on to this new version and the process should finish at the end of June.



WHAT DO OUR CUSTOMERS THINK

“I am using the latest version of FastBooking Updater and I can honestly say that the user-friendly interface and the functionality proposed by the FastBooking Updater simplifies my extranet pricing and availability process enormously. I save hours every day. As well as the excellent Upload status reports, informing me in easy-to-read graphics exactly of my channels pricing and availability status, I can immediately see if something did not work properly. With the new data refresh function, I can have a clear idea of the sales status on my channels at any time. With FastBooking I also appreciated the personalised face to face training I received at the beginning and now I have my own dedicated product account manager in case of any issue or question I may have.”

Isabella Bachkoenig
Revenue & Reservations Manager
GRAND HOTEL WIEN



FastBooking Distribution

Sponsored links: FastBooking investing in China

Down the years, referencing has been at the forefront of search engines and has become a key element for anyone wanting to sell services on line. The hotel business is no exception to this rule and FastBooking implements all means possible to maximize the visibility of its distribution portals on the main search engines (Google, Yahoo, MSN). The purchase of key words remains one of the best performing solutions to ensure a good positioning on the engines.

In 2008, FastBooking therefore decided to dedicate more than 4 million euros to sponsored links campaigns on these search engines. But that is not all. In order to increase the visibility of its client hotels outside Europe, FastBooking invested in China. The site Hotels-paris.fr is now referenced on the search engine Baidu. This engine, created in September 2001, now, without question, holds 75% of the search market in China with monthly traffic of 60 million single visitors.



The Distribution Newsletter translated into 5 languages

Every week, FastBooking sends to more than 250,000 Internet users who have already booked a reservation on FastBooking.com or Hotels-paris.fr, a promotional newsletter focusing on a selection of hotels.

In response to high demand from Internet users and in order to increase the impact of these newsletters on reservations, they are now translated into German, Spanish

and Italian in addition to French and English. More than 80% of the recipients are therefore contacted directly in their own language. More receptive to the message sent to them, these Internet users are more inclined to click on the links, bringing more traffic to your site. You therefore have the benefit of increased visibility with a qualified clientele and a potential for further reservations.



ANSWERS TO YOUR QUESTIONS

How is a reservation attributed to the Distribution programs?

Our traceability system relies on the attribution of cookies for a duration of 10 days, placed on each hotel page visualized and on each search for availability and price made by the Internet user when navigating on one of our Distribution sites.

Only a reservation arising from the visualization of your hotel having been the subject of a cookie will be considered as a Distribution reservation (whether this is done on the FastBooking site or your own site).

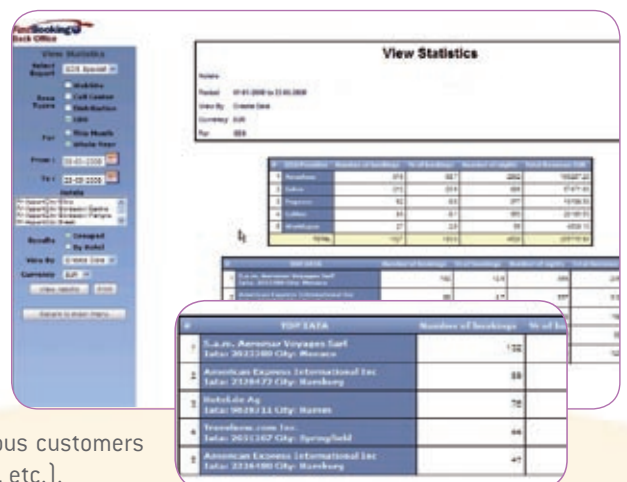
The simplicity and legitimacy of the rules of our traceability system allow for a proper attribution of the Distribution reservations for each of FastBooking's client hotels according to the origin and search criteria.



Special GDS Report: Follow your agency clients as closely as possible

FastBooking's GDS interface is equipped with a new functionality that allows you to access a new statistical report. You can now visualize the classification of the 20 leading travel agencies with which you make the most reservations. This information can enable you carry out targeted marketing actions (Newsletter,

hotel visit, etc.) with the aim of getting yourself better known or to gain the loyalty of your Top 20 travel agencies and at the same time that of their various customers (corporate, individual clients, etc.).



The Eton Collection selects FastBooking solutions

Seen on *Forbes.com* - 5th september 2008

"FastBooking, global provider of advanced internet booking systems and e-marketing solutions for the hospitality industry announced that boutique hotel group, The Eton Collection, is to implement FastBooking's internet Booking Engine, Competitive Intelligence and Channel Management tools, and their Customer Relationship programs. [...]

Peter Tyrie, Managing Director of The Eton Collection says: "The internet is keystone to The Eton Collection's sales strategy and FastBooking is the natural long-term partner for the development of our direct

Internet bookings. We benefit from both the technology and the expertise of FastBooking to capture visitors to our site, convert them into buyers and retain customers as loyal guests. As the early results of our collaboration show, the customer experience has been significantly improved, thanks to both the simpler booking system and the automated personalised emails. The FastBooking solutions allow us to reflect The Eton Collection's unique positioning and fulfil the expecta-







tions of our highly selective customers and I am confident it will improve up selling opportunities in the future." [...]



RECENT ADDITIONS

- | | | | |
|---|---|---|--|
| 
The Eton Collection – 5* London
www.theetoncollection.com | 
Vivamarinha – 5* Cascais Portugal
www.vivamarinha.pt | 
Hotel Best Western Arenberg – 5* Vienna
www.arenberg.at | 
Four Points By Sheraton Milan – 4* Milan
www.milan-hotel-fourpoints.com |
| 
Apparthoteles Caledonia Espagne – 4* - 9 Hotels in Spain
www.a-caledonia.com/esp | 
Palacio Estoril Portugal – 5* Estoril - Portugal
www.palacioestorilhotel.com | 
Orsep Royal Hotel Istanbul – 4* Istanbul
www.orseproyalhotel.com | |
| 
Safir International Hotels – 5*
14 hotels in middle east and North Africa
www.safirhotels.com | 
Iti Hotels – 4*
9 Hotels in Italy and Sardegna
www.itihotels.it | 
Century Park – 5* Manila - Philippines
www.centurypark.com | 
Metropolitan New Delhi – 5* New Delhi
www.hotelmetdelhi.com |

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

- | | | | | | |
|--|--|---|--|---|--|
| 
Grand Canal Hotel - 4* Dublin
www.grandcanalhotel.com | 
Villa Garbo - 4* Cannes
www.villagarbo.com | 
Salzburg Mitte - 3* Salzburg
www.austria-trend.at | 
Camden Court
Cara Hotels Group - 3* Dublin
www.camdencourthotel.ie | 
Una Venice - 4* Venice
www.unahotels.it | 
Umi Hotel - 3* - London
www.umihotels.co.uk |
|--|--|---|--|---|--|

ALWAYS READY TO HELP YOU

FastBooking Paris (head office)	Carole Morard	+33 1 44 71 05 01	cmorard@fastbooking.com
FastBooking Italy	Francis Louis Passerini	+39 041 532 1919	flpasserini@fastbooking.com
FastBooking Asia	Henry Teng	+65 6223 2730	hteng@fastbooking.com
FastBooking North America	Arnaud Fantapié	+1 212 695 1777	afantapie@fastbooking.com
Information on distribution sites	Clémence Mathieu	+33 1 44 71 03 22	cmathieu@fastbooking.com
Invoice queries	Alexandra Ouch	+33 1 44 71 05 19	aouch@fastbooking.com