

FastBooking News

SEPTEMBER 2008



SORAYA KEFS,
CHIEF OPERATING OFFICER

There is a major change in store for the end of the summer holidays 2008. From 15 September, you will be introduced to the new version of the Back Office of your Booking Engine. We will of course keep you informed of the updating process so it fits in with your tempo and agenda in the most efficient way possible.

As announced previously, this new Back Office, which comes with user-friendly intuitive browsing, has been designed to provide greater user comfort and save you time with easy-to-use functions. Headings are arranged by modules to make it easier to find your way around the interface. Yet the menus and fields are unchanged and you shouldn't have any problems in getting to grips with and getting used to the new system. You will find various explanations in the Newsletter Real Time sent to you in september and naturally our team of e-consultants are on hand to provide individual assistance. We will also be very interested to hear your comments and suggestions that should help us to make the product even more effective and meet your requests and needs as specifically as possible.

Talking about new features, we have further good news to unveil in this issue. Numerous developments have been introduced or are ongoing to simplify your work, improve the comfort of your customers and bring in more and more reservations: booking confirmation by text message, an upselling option, interfacing with PMS Micros Opera and many other functions...

Happy reading to you all
Soraya Kefs

NEWS OF THE MONTH

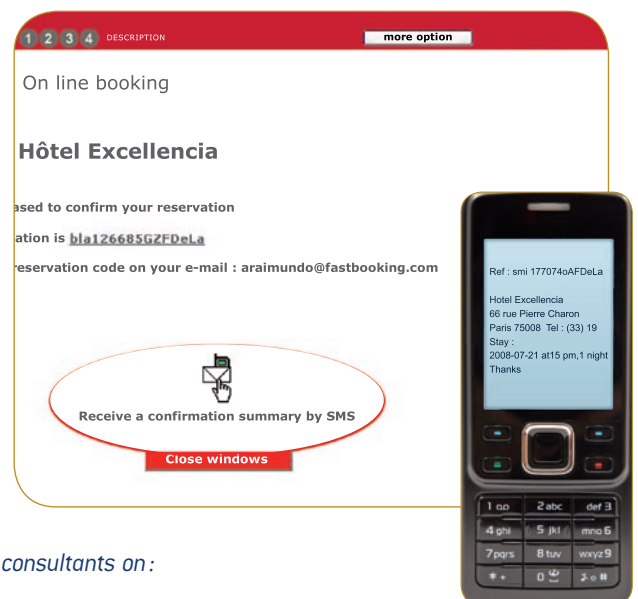
Confirm your customer bookings by SMS

FastBooking's key priority is to constantly develop new functionalities and so enhance the service rendered to your clients when booking...always good news for customer retention. One of those little extras that make all the difference, the sending of booking confirmations by text message is just one of the new services you can now propose to your customers. It means that if they wish, customers can receive a recap of their reservation by text message in addition to the usual e-mail confirmation. This option is proposed free of charge at the end of the booking process. Customers simply enter their phone number to receive the information a few moments later on their mobile phone. The service is available for travellers all over the world as it is compatible with all phones. Text message confirmation provides real additional convenience to customers and is

NEW

particularly appreciated by people on the move, most notably business travellers. They no longer need access to a printer or even carry the hard-copy booking on them. All essential information about the reservation is contained in the message and is accessible at any time.

This new service can be activated by simple request. To activate or obtain further details, get in touch with our consultants on: support@fastbooking.com





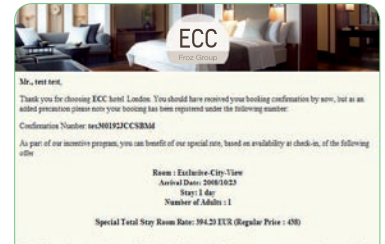
FastBooking Engine

NEW

The “upselling” function : increase the value of your online reservations

Care for your customers and raise income at the same time. With your Booking Engine's new upselling function, you will be able to address people who have finalized a reservation in your establishment and propose upgrade options at preferential conditions. This original offer will enable you to steer customers to higher-grade rooms and thereby raise the value of your reservations. You yourself set the parameters for preferential conditions in the form of a discount

on the difference between the price of the room chosen by the customer and that of the higher-grade room. Naturally you are able to exclude certain room categories from this function. Moreover, to ensure perfect control over the allocation of your rooms, the upgrade offer is subject to confirmation on your part. Customers are effectively told that the offer is valid subject to availability at the date of his or her visit. **Lastly, no commission is charged by FastBooking on upgrades.**



es300192JCCSBMd

As part of our incentive program, you can benefit from our special rate, based on availability at check-in, of the following offer

Room : Exclusive-City-View
Arrival Date : 2008/10/23
Stay : 1 day
Number of Adults : 1

Special Total Stay Room Rate : 394.20 EUR (Regular Price : 438)

For further details, please feel free to contact our teams of e-consultants : support@fastbooking.com

A One-Way Interface with Micros Opera

NEW

Good news for users of PMS Micros Opera. An interface between this system and your Booking Engine is now up and running. More precisely, Internet bookings from your site may be registered automatically and directly into your business software, thus avoiding any need for manual re-entry.

At the end of a booking, FastBooking Engine automatically generates a file that recaps information that can then be sent to the PMS via a number of secured resources (http https request, ftp or sftp). This interface is officially certified for the versions of Micros Opera V3.04sP2 and higher.

If implementing this interface is of interest to you, please get in touch with your e-consultant : support@fastbooking.com



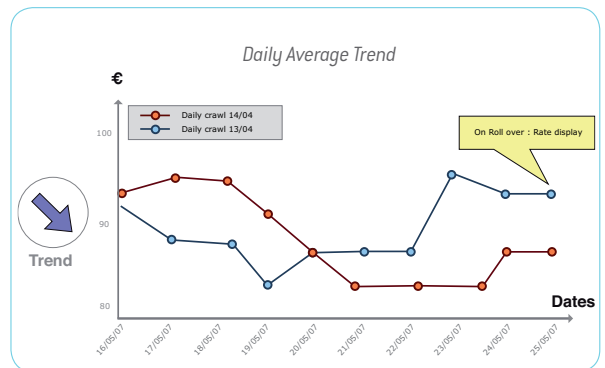
FastBooking Checker

NEW

Control your price positioning on the Internet

Our competitor analysis tool FastBooking Checker has just recently been enhanced with new indices and highly visual reports thanks to which you can now save valuable time every day. More than ever, FastBooking Checker is the must-have tool that lets you evaluate your position day-to-day compared with competitors, to fine-tune your pricing and so underwrite the competitiveness of your establishment. Already used by over 200 hotels, FastBooking Checker helps you to quickly make the best decisions and considerably facilitates the work of yield managers. It also enables, amongst other things, hotel groups to introduce internal rate controls and to ensure rate consistency for all the hotels of a given group.

The new “Daily Average Trend” report – a real breakthrough – enables you to track the general market trend as closely as possible and to respond swiftly to any change. It is obtained by comparing changes in average rates observed over a given period on a day-to-day, week-to-week or even month-to-month basis. A second report, the “Last Crawl Comparison Report”, uses a system of rising or descending arrows to indicate changes, since your last request, in rates charged for a given date by each competitor and in each distribution channel. Lastly, thanks to the “Hotel Rank” automatic indicator, you



can get an instant snapshot of your own hotel's position compared with competitors and react accordingly depending on your rates policy.

For further details, please get in touch with our e-consultant teams : support@fastbooking.com

Distribution Programs

FastBooking Distribution

Strengthening our partnership with Tripadvisor

Since July 2007, all the hotels taking part in our distribution programme have been listed on Tripadvisor and are bookable online. TripAdvisor represents the world's largest community of travellers with over 25 million one-time visitors each month and 15 million comments and opinions published on the site's different versions. In the space of one year, the performance of this partnership has gone from strength to strength, materialized by a high and constantly increasing volume of reservations and strong focus on hotels. FastBooking has effectively become established as one of the best-listed partners with all the site's different versions (.com, .fr, etc.), appearing, through a system of links in prime positions

according to locations: hotel fact sheet, check rates and geographic links. Each day, the excellent visibility of these links helps to attract several thousand totally qualified web-users to your hotels, especially so for international customers (Europe, North America, Asia...) making high-value reservations. Buoyed by this success, Tripadvisor and FastBooking have recently strengthened their partnership with new links to fastbooking.com from the headings "hotel pictures" and "hotel video". The latter heading, previously unavailable, represents a new opportunity to showcase hotels.

ANSWERS TO YOUR QUESTIONS

Which rate should you set for the distribution programs ?

Contrary to your own website, distribution sites only allow you to display one rate at a time. This is why it is extremely important to carefully select the rate you wish to show while carefully studying those practised by competitors, in order to fine-tune your product offer. In this respect, do never forget

that your competitors are not only establishments located on your street or in your neighbourhood, but also all those properties displayed alongside your own hotel on the web. A large number of our distribution partners are keen comparers of rates, where your hotel is placed directly in competition

with dozens of others. The attractiveness of your rates is more important than ever to draw customers to your hotel.

Your e-consultants can help you. Feel free to ask for their advice.

GDS/IDS NEWS

GDS/IDS Solution

FastBooking GDS/IDS

Launch of our consortia submittal program

NEW

Our GDS-IDS solution is being enhanced with the launch of a consortia submittal program, which uses an online tool to invite you to submit the profile of your hotel and its rates to the top travel agency networks (Dertour, Carlson Wagons Lit, Lufthansa...) and to certain business companies.

You will be stacking the odds in your favour by being on their list of hotels and there by increasing your volume of GDS reservations. To facilitate the submittal process, FastBooking is working with the Nexus RFP business solution (request For Proposal). Nexus RFPworx helps you to collect, verify and publish information about your hotel, but also to cut both

submittal costs and time of response. This highly intuitive tool, capable of measuring the performance of each consortia, provides optimized tracking of each partner. With this facility, answering a call for tender takes no more than 5 minutes.

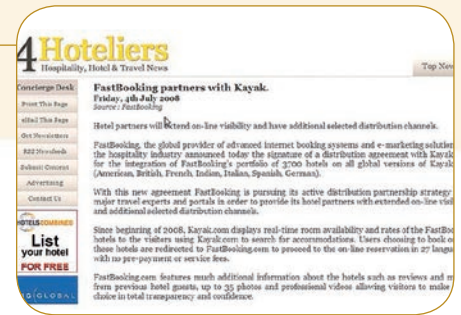
Contact : gds@fastbooking.com

FastBooking announces a partnership agreement with Kayak

Seen in 4 Hoteliers – 4th July 2008

“Hotel partners will extend on-line visibility and have additional selected distribution channels. FastBooking, the global provider of advanced internet booking systems and e-marketing solutions for the hospitality industry announced today the signature of a distribution agree-

ment with Kayak.com for the integration of FastBooking's portfolio of 3700 hotels on all global versions of Kayak.com (American, British, French, Indian, Italian, Spanish, German). With this new agreement FastBooking is pursuing its active distribution partnership strategy



with major travel experts and portals in order to provide its hotel partners with extended on-line visibility and additional selected distribution channels.”

WHAT DO OUR CUSTOMERS THINK

“As owners of three hotels in Malta, we were looking for a booking engine that will increase our on-line business but also gives us the flexibility to better yield the rates. FastBooking was the best provider we found and has most certainly helped us a lot in this matter. The user-friendliness and simplicity of the tool encourage the bookings and we can yield as we want. As complementary tools we use both Checker and Updater to analyse competition and manage rates and inventory on third party websites. We dramatically reduced the working hours spent in updating such websites also achieving rate parity across all of them at a better yielded rate. FastBooking Checker is also efficient to forecast the demand in other properties. We appreciate the support and excellent service we get from the team who always comes up with tips and news ideas to optimise our revenue.”

Conrad De Giorgio,
Chief Executive Officer
STONES HOTELS

RECENT ADDITIONS

 Grand Pré Genève – 4* Geneva www.grandpre.ch	 Hoteles Reconquista – 4* 2 hotels in Buenos Aires www.hotelesreconquista.com.ar	 Burj Al Fateh – 5* Khartoum, Sudan www.burjalfateh.com	 N° 11 – 5* London www.number-eleven.co.uk
 UMI Brighton – 4* Brighton www.umihotelbrighton.co.uk	 Olivia Plaza – 4* Barcelona www.oliviahotels.es	 Montien Hotel Group – 4* 3 hotels in Thailand www.montien.com	 Grand Canal Hotel Dublin – 5* Dublin www.grandcanalhotel.com
 Estalagem Do Vale – 3* Funchal, Portugal www.sousahotels.com/ing/estalagem.asp	 The One Hotel Collection – 4* 2 hotels in Cambodia www.theonehotelcollection.com	 Grand Regency Hotel Qingdao – 5* Qingdao, China www.regencyhotelqd.com	

NEW MEMBERS ON FB GDS/IDS WITH THE “ON” CODE

 Iti Hotels Italy – 3* à 5* 5 hotels in Sardaigne www.itihotels.it	 Royal Mougins golf resort – 4* Mougins www.royalmougins.fr	 TomBeach Hotel – 4* Saint Barthelemy www.tombeach.com	 The Queen's Park Hotel – 3* London www.queensparkhotel.com
 Nuovo Hotel Quattro Fontane – 3* Rome www.hotels-center-rome.eu/gruppo.trevi	 The Access Resort & Villas – 4* Phuket www.accessresort.com	 Siri Sathorn – 5* A Beaufort Serviced Residence – Bangkok www.sirisathorn.com	

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



66, rue Pierre Charron - 75008 Paris - France
 Tél : +33 1 44 71 05 05 - Fax : +33 1 44 71 05 06
 info@fastbooking.com - www.fastbooking.org