

FastBooking News

December 2008



Soraya Kefs,
Chief Operating Officer

The economic and financial crisis that upsets the world will not be without any impact on the hotel industry. In this period of uncertainty, strengthening your marketing and commercial efforts will be necessary in order to attract more visitors to your website, convert them into buyers and develop their loyalty.

As FastBooking partners with its hotel clients, our measure of performance and compensation is directly related to how well you perform. This incentive guarantees an unparalleled service and our total involvement in your brand promotion and the development of your on-line bookings.

Each day, our dedicated team of e-consultants share their expertise in e-commerce and optimization techniques and bring you concrete and effective solutions to help you improve your positioning and competitiveness on the Internet.

Our involvement is also shown through constant innovation and marketing efforts to develop new product and services that help you promote your offer the best possible way, encourage visitors to upgrade and add amenities leading to incremental revenue.

This last issue of the year will once again introduce you to a lot of new developments: exciting new products like our new Multi-Services Booking solution or simply new functionalities that used to best effect, should enable you to improve your income.

I wish you all a pleasant read and a Merry Christmas

NEWS OF THE MONTH

New Multi-Services Booking solution

Increase your income by selling additional services

new

Ever since it began, FastBooking has done its best to supply you with innovative solutions that will enable you to increase your Internet sales significantly and generate more income. It was with this in mind that the **new Multi-Services Booking** solution was developed. **A truly innovative solution, it offers hoteliers the possibility of creating a significant amount of additional revenue by highlighting and selling services with a high added value.** It also allows them to respond to their clientele's increasing requests to organise and personalise their entire stay before arriving.

The hotel's entire range of services is presented together on a single page, from which clients can select the services that interest them and compose their made-to-order stay. The booking process is then just the same as for an individual service now performed by the FastBooking Engine booking solution: real-time access to rates and availabilities, photos and detailed descriptions of offers, reservations in 27 languages, immediate e-mail confirmation. Once the reservation is finalised, the client can view a summary of the order and change the detailed contents of it at any time.

What do our clients say

"The Multi-Services Booking solution matches the Resort Monte-Carlo SBM's philosophy of offering its elite clientele a unique experience, beginning with the reservation process. This solution will enable us to promote all our services more effectively when a client makes a reservation and should have a very positive impact on our sales"

*Pierre-Charles Grob,
Marketing Manager Hotels & Spas.
Monte-Carlo SBM*



FastBooking Engine

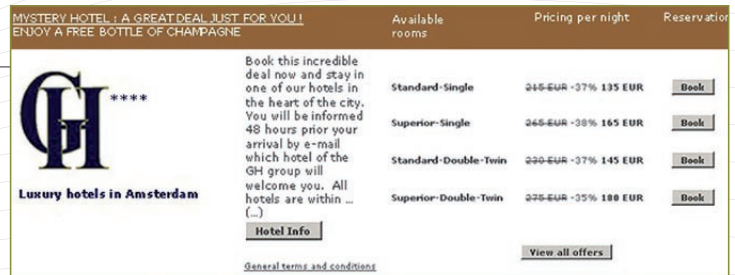
“Mystery Hotel” new – Achieve greater flexibility!

This original and effective idea aimed at hotel groups will enable them to increase the opportunities for yield between their establishments.

The principle is as follows: the FastBooking

Engine enables you to configure a “virtual hotel” offering an extremely attractive call rate. A customer who wants to benefit from this offer will only find out a few days before he/she arrives which of the

hotels in the group he/she will be staying at. The reservation will still be confirmed via e-mail as usual, like any other guaranteed rate.

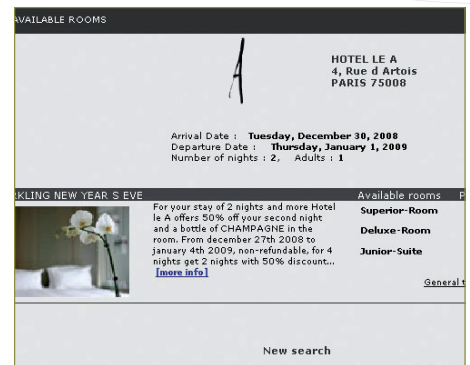


“D” rate – Offer your guests even more options new

A new rate will now be available through your Booking Engine, which will enable you to diversify your offers even more and thus capture more potential guests. This so-called “D” rate will enable you to manage recurrence in your reductions. For example, you can choose to apply a

reduction every x nights of a stay (e.g. = 1 night in 2 at a 30% discount). The rate of reduction may be the same or it may be different each time.

For more information on this tariff, contact your e-consultant: support@fastbooking.com



Advice for improving the efficiency of your Internet site

Numerous actions could help you develop your direct sales on your own website. Starting, of course, with the optimisation of the site itself.

Your website is the visitors’ first contact with your establishment, so it is the vehicle of your brand image. It should be elegant and attractive, making someone really want to stay there. But more than a mere showcase, it ought also to provide swift and direct access to the information and encourage the internet surfer to continue his/her visit until the final stage, that of a reservation.

There are several main principles to be complied with in order to attract visitors to your site and convert them into buyers, such as, for example: **a simple URL address that is easy to remember, better search engine referrals, fast downloading, a uniform page structure to facilitate navigation, the best presentation of your on-line reservation service, etc.** Your e-consultants are real experts at hotel marketing via the Internet and they are at your service, ready to offer you free advice and help you to improve the

performance of your site. Don’t hesitate to contact them!



FastBooking GDS/IDS new

The traditional distribution channels, and especially GDS, continue to represent a very important part of the commercial activity of hotels. FastBooking GDS/IDS connects hotel to the four main GDS operators and more than 70 IDS (Booking, Venere etc...). Reservations can thus be made for your establishment by some 600,000 travel agents and millions of internet surfers throughout the world. The new functionalities and options recently provided to our solution may enable you to significantly increase the visibility

of your hotel and to generate more reservations:

Prepaid rate

You will now be able to create a “Prepaid” rate to boost your sales or use it as a restriction during your busy periods as part of the rest of the rate structure (debiting the total cost of the stay before the guest arrives; the rate will not be subject to cancellation or reimbursement!)

Adding photographs

In order to enhance your offer, you will now be able to add one photograph per type of room from the “rooms” section.

Translating your descriptions

Think about translating the descriptions of your hotel and rooms! The system now supports 7 languages instead of 4 (Turkish, Spanish, Czech have just been added). It recognises the connection IP address and will automatically display text in the customer’s language.

FastBooking Updater

Constantly improving performance

As part of a major partnership program implemented with the major world distribution channels, FastBooking has just firmed up the development of three interfaces between its channel management solution, FastBooking Updater, and the reservation portals for

Initialia, Hotel.de/Hotel.info and UniTravel (GHR).

These new interfaces, which further reinforce communication between the systems, enable optimal updating of your rates and vacancies, by using Updater on these central reservation portals



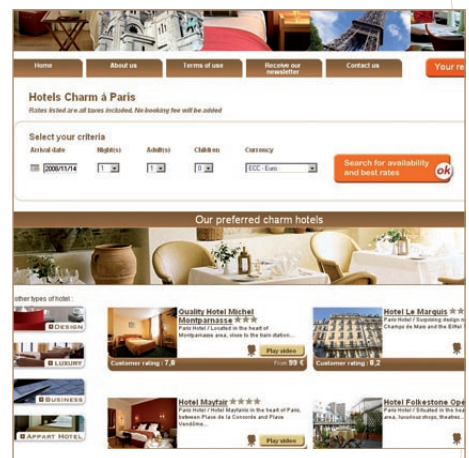
and managing all of the functionalities offered by the extranets. At the same time, FastBooking is vastly improving its offer of channels that can be updated from Updater and is now offering a list of 100 sites instead of the 50 previously available.

FastBooking Distribution

The all-new look of Hotels-Paris.fr

Hotel-Paris.fr, the very popular site run by FastBooking's distribution program is undergoing a complete facelift. **The resolutely modern new portal is putting its efforts into the ergonomics and quality of information in order to attract net surfers and encourage even more bookings.** The main features of this new site are intuitive navigation with the option of searching by subject, category or district, pinpointing locations on detailed maps and a complete description of the hotels, as well as

greater emphasis on photographs (up to 35) and many videos.



Revised notes throughout our sites

Since 15th October, 2008, the notes and comments about your establishment that were added prior to 1st January, 2007 will no longer be displayed on our distribution portals. Nor will these notes be taken into account in the calculation of averages and rates of recommendation, since

FastBooking considers that anything more than two years old no longer represents the current situation and might mislead the customer. Nevertheless, in order to retain the positive effect of the long-standing presence of the hotels on our sites, we shall continue to display

the total number of reviews received ever since they were uploaded to the site.

Customer reviews

Average Mark
8.4/10

Recommendation Rate
93 %

Number of Reviews
60

[➔ All Reviews ➔](#)

Success and reinforcement in partnership with Kayak

With more than 35 million individual visitors a month, in just a few years Kayak has become one of the leading travel search engines in the world, being recognised as one of the most effective price comparison sites in the market. **The partnership with Kayak** which was set up in early 2008 has enabled all of the hotels that belong to the FastBooking distribution program to accept reservations from the site, and this **has already produced excellent results in terms of volume of reservations.** In particular, it offers access to an international customer base containing a significant proportion—more

than 80%—from North America, Asia and the Middle East.

This success is no doubt down to the quality of the hotels offered, linked to the performance of the FastBooking reservations system. But above all, **it is the strong competitiveness of pricing practiced on our distribution program** that makes it possible to obtain such good results.

Thanks to this, **FastBooking and Kayak have agreed to extend their joint venture.** The hotels that are currently featured in the French, American, British, Spanish, Italian, German and Indian



versions of the site will soon also be accessible in Swedish, Norwegian and Danish versions. This is designed to provide even greater opportunities for reservations and increase the visibility of your establishments, as well as enabling you to reach new guests from Scandinavia.

▷ THEY ARE TALKING ABOUT US IN THE PRESS

“With N.11 London, FastBooking Signs its 500th Hotel Client since January 2008”

Seen on Forbes.com – 09/09/2008

“FastBooking announces the signing of its 500th new hotel client since the beginning of 2008, bringing the total number of its customers worldwide to 4200.[...] It is N.11 London, the iconic 5* hotel of 60 suites, that marks this step forward by adopting FastBooking solutions in order to increase its on-line turnover. N.11 London is using the FastBooking Engine on it’s own website to promote its room offers as well as the exclusive distribution program set up by FastBooking [...] “The Internet is at the heart of our sales

development. We looked for a global partner who could help us manage our distribution on the Internet and maximize our on-line revenue, while protecting our luxury image. FastBooking brings us customized solutions to promote our offer effectively, attract visitors to our website and convert them into buyers. We also benefit from its expertise in e-commerce and hotel marketing to improve our positioning and competitiveness on the Internet.” explains Jo Dos Santos, General Manager of N.11 London. [...]



Since January 2008, 350 new hotels have chosen FastBooking in Europe, many of which are in the UK and in the Iberian Peninsula [...]. At the same time, FastBooking has continued to expand in Asia with 150 new clients recruited since January (+45%) [...].”

▷ RECENT ADDITIONS



Suites Alba Resort & Spa - 5*
Algarve - Portugal
www.suitesalbaresort.com



Hotel Aqeduto - 5*
Evora - Portugal
www.mardearhotels.com



Hotel Byron - 5*
Forte Dei Marmi - Italy
www.hotelbyron.net



Vale d'El Rei - 4*
Algarve - Portugal
www.valedelrei.com



Fraser Monument
London - UK
www.monument.frasershospitality.com



Skyway Hotel Shanghai - 5*
Shanghai - China
www.skywaylandis.com



Kenzi Menara Palace - 5*
Marrakech - Morocco
www.kenzi-hotels.com



Kokonut Suites
Kuta - Indonesia
www.kokonutsuites.com



TDHotels - 5*
Portugal
www.tdhotels.pt



Grand Mirage Resort & Thalasso Bali - 5*
Bali - Indonesia
www.grandmirage.com

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



Cosy's Residence Cadet - 4*
Paris



Safir Heliopolitan Hotel - 5*
Beirut



City Hotel Ring - 3*
Budapest



Falkensteiner Hotel - 4*
Bratislava



Karibea
7 hotels martinique / guadeloupe



Hotel Swati Deluxe - 3*
New Delhi



Corus Kuala Lumpur
Kuala Lumpur



Eight zone - 4*
Taipei Taiwan

▷ ALWAYS READY TO HELP YOU

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