

FastBooking News

NOVEMBER - DECEMBER 2006 • SPECIAL ISSUE

Book



EDITORIAL BY
THIERRY LAMBLIN
CEO

Special exhibition issue WTM & EQUIP'HOTEL

A new issue and a new title for our newsletter: «Flashbooking» is now «FastBooking News». But the basic principle is still the same: to bring you up to date with FastBooking's developments and to maintain a personalized link with each one of you.

This latest edition gives us a chance to welcome you to the year's major venues in the hotel and tourism sector, which will be taking place simultaneously in Paris, at the Equip'Hotel exhibition, and in London, at the WTM. FastBooking has its own stand at both exhibitions.

So this newsletter seems an ideal opportunity for us to draw up an overview of our services offer, which has been growing up constantly since the launch of FastBooking Engine in 2000 and now encompasses a whole range of complementary tools designed to help you implement your sales strategy on the Internet.

We'll also be featuring a number of extracts from the Benchmark Group's latest newsletter, which ranks FastBooking among the leading «On Line Hotel Booking Specialists» and we'll be concluding with a review by the Lucien Barrière Group, which first started using FastBooking over five years ago.

So enjoy catching up on our news and we look forward to seeing you very soon on one of our stands!

**DON'T MISS FASTBOOKING AT EQUIP'HOTEL AND WTM
FROM 5TH TO 9TH NOVEMBER IN PARIS AND FROM 6TH TO 9TH NOVEMBER IN LONDON!**



Equip'Hôtel, the international hotel trades fair, will be held at the Porte de Versailles exhibition venue in Paris from Sunday the 5th to Thursday November the 9th.

This is now one of the hotel industry's flagship events, both in France and at international level.

Come and meet FastBooking
Hall 7.1, stand J 067

Order your entrance badges by logging on to
www.equiphotel.com



The World Travel Market (WTM) will be taking place at the ExCel Exhibition Centre in London, from Monday the 6th to Thursday November the 9th.

It provides a unique opportunity for the global travel trade industry to meet, network, negotiate and clinch business deals.

Come and meet FastBooking
Travel Technologies, stand n° TT 5075

Order your entrance badges by logging on to
www.wtmlondon.com

These exhibitions provide an ideal occasion to meet some of our team members and try out the latest FastBooking tools for yourself (E-Mailing, Checker, Updater...).

You'll also discover our extensive Distribution Platform, which includes FastBooking.com and the GDS/IDS service.

Or you can simply get to know the men and women whose daily priority is to develop your Internet sales, motivated by their unfailing determination to offer both performance and quality.

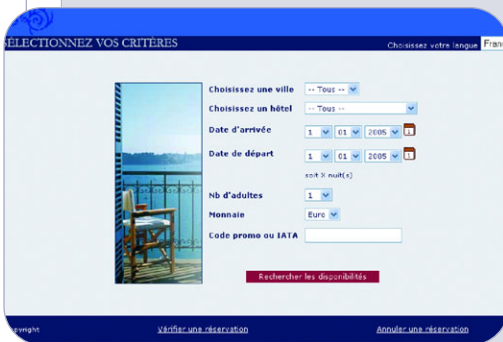
A range of solutions designed to and optimize your marketing

MULTILINGUAL BOOKING ENGINE

The first step in any collaboration with FastBooking is to equip the hotel's website with its **MULTILINGUAL BOOKING ENGINE**

FastBooking Engine

Transforms your website visitors into buyers.



FastBooking Engine makes it possible for Internet browsers on your hotel website to access your availability and rates in real time and book a room in just a few clicks.

With the multi-hotel CRS searches can be targeted simultaneously at all the hotels in the group.

The Pluses

- A booking engine in 24 languages
- White label tool on your website
- Integrated IATA database for travel agents
- Specific booking interface for call centers, apartments, conference rooms, shows, restaurants...

DISTRIBUTION PLATFORM

To develop your hotel's visibility and sales, FastBooking provides a full-scale **DISTRIBUTION PLATFORM**

FastBooking Distribution

Multiplies your sales with no extra effort on your part.



Exclusively reserved for users of the FastBooking Engine, this distribution program brings together:

- the multi-destination new portal FastBooking.com
- a network of over 50 single-destination sites
- the Paris Tourist Office's booking system*
- our partner's websites: GoVoyages, Kelkoo, Mappy, World Executive...

The Pluses

- Hotels free to choose their own rates and availability
- Reviews and marks awarded by guests
- Access to the hotel's official website

*Reserved for members.

FastBooking GDS / IDS

Makes your hotel accessible to over 450 000 travel agents worldwide and ensures its representation on the leading booking websites.

From a single access point, FastBooking allows you to update your availability and rates on the GDS operators and IDS sites. Its GDS/IDS solution is integrated within the FastBooking Engine so there is no need to use different back-offices.

GDS

Amadeus
Sabre
Galileo
Worldspan

IDS

Expedia.com
Hotels.com
Travelocity.com
Orbitz.com...

improve your turnover strategy on the Internet

MARKETING TOOLS

FastBooking simplifies and fine-tunes your Internet strategy thanks to its state-of-the-art MARKETING TOOLS



FastBooking E-Mailing

Scheduling and management of your loyalty e-mails and creation of an ongoing customer satisfaction survey.

To ensure follow-up and gain customer loyalty, FastBooking has devised a program that sends out e-mails automatically to your Internet clients. This service includes an electronic customer satisfaction survey and a real-time statistical report.

The Pluses

- Customizable text wrap and content
- Unlimited access to customer reviews
- Marks measured according to period

FastBooking Checker

Automatically monitors your competitors' Internet rates.

On a single screen, you can monitor your competitors' rates on selected distribution sites; you receive an alert whenever one of them reaches a predefined limit set by you. This monitoring tool is a substantial time-saver and ensures competitive objectivity for your hotel.

The Pluses

- Configuration of automatic e-mail alerts
- Monitoring of up to 10 competitor hotels
- Examples of sites to be monitored: Expedia, Travelocity, Venere, Opodo...

FastBooking Updater

Updates your availability and rates on the main websites distributing your hotel.

To avoid time-consuming operations to update the back-offices of the sites distributing your hotel, FastBooking has developed a single configuration interface. Your rates and availability are communicated automatically to all your partners and you can be confident that your Internet prices are entirely coherent thanks to the "rating parity" function.

The Pluses

- Your margins are maintained by avoiding excessive promotions
- Up to 10 sites can be updated simultaneously: Lastminute, Expedia, Hotels...

The distribution solutions and marketing tools developed by FastBooking are offered exclusively to hotels using FastBooking Engine on their website.

THEY'RE TALKING ABOUT US IN THE PRESS

The Benchmark Group published a file on «Online hotel booking specialists» and quoted FastBooking...



SEEN IN «LA LETTRE
DU E-TOURISME»
FROM THE BENCHMARK
OCTOBER 2006
EXTRACTS

«Some websites stand out either by their niche market positioning or by developing complementary services to bring in new sources of revenue. In doing this, FastBooking has maintained its signature activity in hotel booking software sales.»

«Search marketing swallows up a significant proportion of promotional investments for websites specializing in hotel bookings. FastBooking, for example, invests 2 million euros a year.»

«FastBooking concentrates on information and interactivity with the client. It sends out confirmation e-mails, e-mail reminders immediately prior to bookings and a satisfaction survey by e-mail four days after departure. The service is completed by fortnightly promotional offers.»

CLIENT TESTIMONIAL









« For us, working with FastBooking has proved entirely cost-effective: no technical maintenance, a team at FastBooking who know us and provide personalized follow-up, and most of all, direct contact with our clients with no intermediary and no competition from our other distribution channels. Nowadays our leading hotels make up to 10% of their turnover through this channel. »

Christine Russel,
Marketing Director
LUCIEN BARRIERE GROUP*
www.lucienbarriere.com

* The Lucien Barrière Group and FastBooking have been working together since 2001

RECENT ADDITIONS

 HOTEL FOUQUETS BARRIÈRE PARIS Fouquets Paris, France www.fouquets-barriere.com	 3-14, France www.3-14hotel.com
 HOTEL A LA COMMEDIA VENEZIA A La Commedia, Italy www.commediahotel.com	 Hotel Equatorial Equatorial Hotels, Malaysia www.equatorial.com
 PALMERIE GOLF PALACE Palmerie Golf Palace, Morocco www.pgpmarrakech.com	 Auberge du Raisin, Switzerland www.aubergeduraisin.com

NEW MEMBERS
«ON» FASTBOOKING GDS / IDS

- | | |
|------------------------------------------|-------------------------------------------------------------|
| Best Mont Blanc Hotels,
Chamonix (fr) | Yes Hotel,
Varese (it) |
| Vaneau St Germain,
Paris (fr) | La Créole Beach Hotel
& Resort,
Guadeloupe (Antilles) |
| Dei Dragomanni,
Venise (it) | |

ALWAYS READY TO HELP YOU

FastBooking Europe
Carole Morard
+33 1 44 71 05 01
cmorard@fastbooking.com

FastBooking Asia
Henry Teng
+65 6223 2730
hteng@fastbooking.com

FastBooking USA
Nicolas Giacomoni
+1 212 500 5950
ngiacomoni@fastbooking.com

FastBooking Canada
Antoine Di Paola
+450 575 3035
adipaola@fastbooking.com

Representative Office
in Italy
Francis Louis Passerini
+39 041 532 1919
flpasserini@fastbooking.com