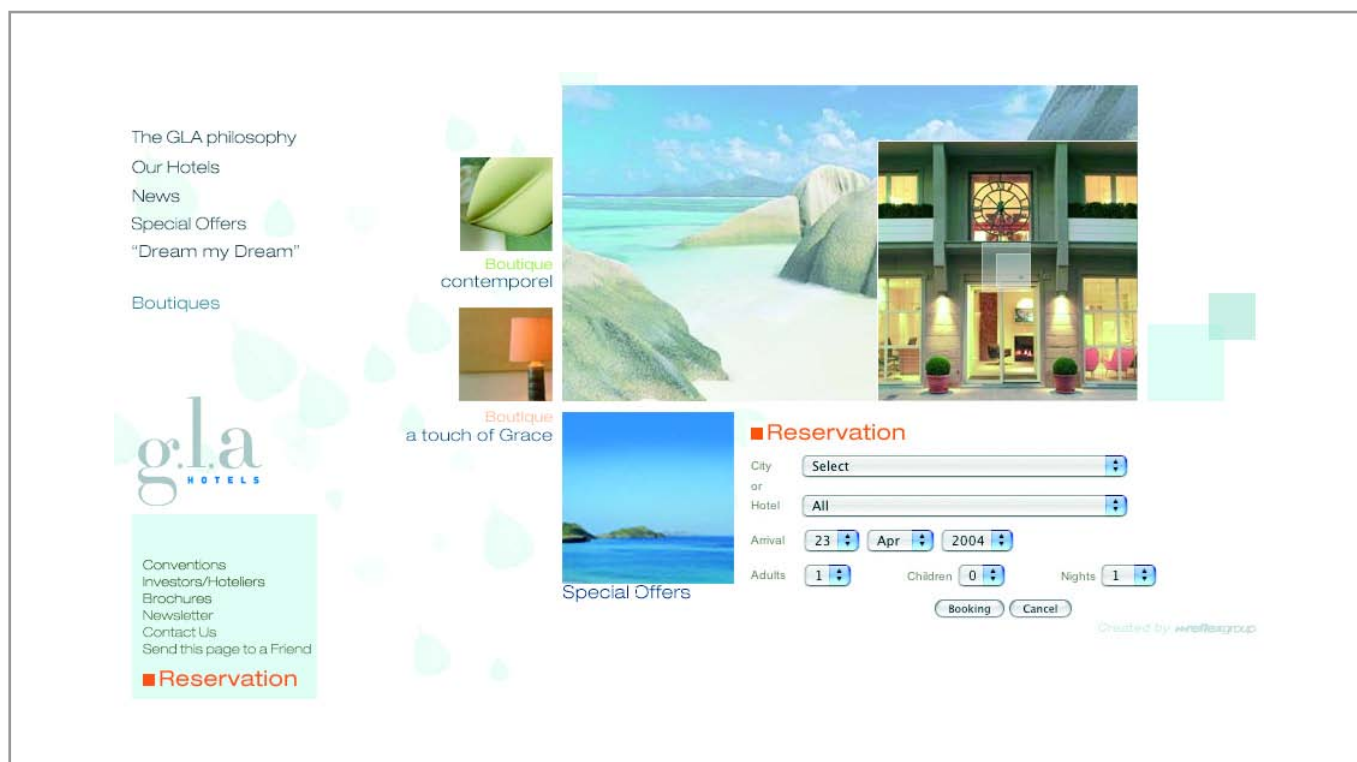


WWW.GLAHOTELS.COM  
**POWERED** by  
 “FASTBOOKING”



Art Hotel  
 Firenze

The majority of the hotels managed or marketed by GLAHOTELS - the Montalembert and Lancaster in Paris, the Cotton House on the island of Mustique and the Cadogan in London, to name but a few - are flagship luxury hotels, renowned all over the world.

Although the hotels themselves were already on Internet, it is only since the beginning of this year that they have been represented collectively on the group's new website: Glahotels.com

The objective of Glahotels.com, an information and distribution website, was primarily to address the final client, offering a unique system which would enable him to book any hotel within the group. The system needed to integrate the whole range of data - multi-hotel management, marketing offers, availability - so that the bookings could be carried out both by hotel and by destination, or simply according to the client's date of arrival.

As FastBooking was already the booking engine for several GLA hotels, like the Bel-Ami or the Royal Riviera, it was the natural choice for Glahotels.com

Working to an extremely detailed brief, the FastBooking teams developed a tailor-made solution, in line with the configuration of GLAHOTELS.

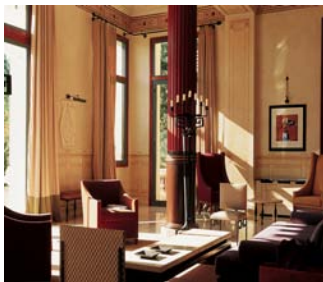
## INTERVIEW WITH GLAHOTELS

Continentale Hotel  
Firenze

“

GLAHOTELS doesn't need to worry about maintenance and is free to concentrate on the marketing aspects.

”



Royal Riviera Hotel  
Saint Jean Cap Ferrat

*“GLAHOTELS had a very clear idea of the functionalities they wanted to implement on their website. Initially our role was to listen to them and to master their configuration so that we could adapt our software to their needs. Once these stages were complete, as we were actually installing the system on the hotel's website, we provided training for the hoteliers who were unfamiliar with our software. For those already using the system, we integrated new configurations to link their site to Glahotels.com”* explains Soraya Kefs, Director of FastBooking's Technical Department.

**As a result**, GLAHOTELS reached their objectives and are now in a position to offer Internet bookings in all their hotels. Each hotel updates its offers and availability on its own website and without involving any extra work the data becomes automatically available on **Glahotels.com**

GLAHOTELS doesn't need to worry about maintenance and is free to concentrate on the marketing aspects, its newsletter, commercial database and special offers. **Attracting the Internet user and developing customer loyalty**

**can be carried out under its own brand name as the FastBooking system makes it possible to have an Internet commercial strategy for the group, which is independent but runs parallel to the operations led by its affiliated hotels.**

*“We have a large number of clients, hotel chains, hotel booking portals or tourism websites which distribute the offers of partner or affiliated hotels on their own site. Each company has its own objectives and marketing strategy. The challenge is therefore to offer a system which benefits all concerned but respects the client's Internet commercial strategy. The voluntary chains and distribution portals usually opt for essentially hotel-based management, while maintaining the opportunity to market some of their rates and exclusive promotions. But our software also makes it possible to offer centralized management on a unique Internet site. This type of configuration is found mainly in the integrated chains, who want to make sure they have total control over their online marketing offers”* says Jean-Louis Boss, FastBooking's Marketing Director.

## INTERVIEW WITH BRUNO MERCADAL

Gianni Navatta, editor of the specialized online luxury hotel magazine [www.suite401.com](http://www.suite401.com), has been talking to Bruno Mercadal, who supervised the creation of GLAHOTELS' new website.



Bruno Mercadal  
General Manager Royal Riviera  
E-Marketing Consultant  
for GLAHOTELS

### WHAT IS YOUR ROLE WITHIN GLAHOTELS?

I am the manager of the Royal Riviera and a GLAHOTELS consultant, advising them on a number of aspects related to E-Marketing, such as their new website **Glahotels.com**

### HOW WAS THE NEW WEBSITE SET UP?

■ With the GLAHOTELS name taking on an identity for the public, it was vital for the design and layout to reflect the “*haute couture*” profile which characterizes the company. We therefore drew up a brief and decided on the concept, while respecting the objective of the site, which was to improve the presentation of the hotels and to address the final client so that he could make a direct booking on **Glahotels.com**

### WAS GLAHOTELS.COM THEREFORE DESIGNED IN ORDER TO GENERATE BOOKINGS?

■ Yes, this was one of the key elements in the brief. The website had to offer a booking system that could be accessed from each page as well as integrate multi-hotel management, as the hotels GLAHOTELS manage or represent are situated all over the world and there are sometimes several in a single area.

### WHAT WERE THE OTHER KEY ELEMENTS?

■ There were three. First to provide access to all the hotels and all their rates.

In other words, we wanted to offer the same booking options as one gets from visiting each of the hotel websites in the group one by one. Then, depending on the customer, to offer either one specific hotel or a choice, if the user is undecided.

Finally, to leave it up to our hotels to configure their rates and offers, because they know their market, but to allow GLAHOTELS to introduce special rates or promotions, available exclusively on **Glahotels.com!**

### DIDN'T THE FASTBOOKING TEAM RUN FOR COVER WHEN THEY SAW WHAT THEY WERE UP AGAINST?

■ (*Laughter*). I've known them for a long time. We had already worked together in another hotel group. I would say that it is precisely their adaptability and pro-activity that characterizes them.

We began by setting out our objectives, limitations and schedule. The hotels in the group that did not already belong to their clientele were provided with the software to link into the system.

Then the FastBooking team concentrated on the configuration and internal connections and a few days later everything was up and running.

Don't ask me how, but they managed to adapt to our configuration and I doubt if anyone else on the market could have achieved that.

“ I would say that it is precisely their adaptability and pro-activity that characterizes them. ”



Bairro Alto Hotel  
Lisbon

“ Don't ask me how, but they managed to adapt to our configuration and I doubt if anyone else on the market could have achieved that. ”

## INTERVIEW WITH GLA HOTELS

Bel-Ami Hotel  
Paris

### FROM A FUNCTIONAL POINT OF VIEW, HOW DOES THIS COME ACROSS ON THE WEBSITE?

■ When an Internet user decides to make a booking in the Bel-Ami in Paris, for instance, it is actually the FastBooking window of the Bel-Ami's own website that is displayed. But if he only chooses a destination, such as Paris, then the Glahotels.com FastBooking window is displayed, showing all three of the Paris hotels.

In both cases, it is transparent to the Internet user, who stays with Glahotels.com, and the information is provided by the hotels within the group, but the system adapts in order to display the information in accordance with the criteria selected by the Internet user.

Another advantage is that we can offer "Glahotels.com rates", to run parallel with hotels own promotions. The software in this case will direct the Internet user to a specific Glahotels.com booking window, linked in with this rate.

### HOW DO YOU SEE THE WEBSITE DEVELOPING?

■ The technical challenges have been met and it is obvious that this is essentially due to the FastBooking tool.

Glahotels.com opened at the beginning of the year. The season is only just starting and bookings will undoubtedly increase.

I am confident because I know I can count on the reliability of the system. In the five years I have worked with FastBooking, both here and in my previous hotel group, there has never been the slightest problem or dispute. They keep their promises and upgrade their software constantly for the benefit of their clients. I believe that technically all the balls are in our court to ensure that Glahotels.com attracts new clients and creates customer loyalty.



Lancaster Hotel  
Paris



Lungarno Hotel  
Firenze

**P**ersonalized service is undoubtedly the lynchpin of the luxury hotel business. Every day, all over the world, hotel staff cultivate the art of satisfying and anticipating their clients' needs. This philosophy of service and tailor-made solutions forms the basis of all FastBooking's business relations. Independent hotels, world-renowned luxury palaces, voluntary chains, integrated chains, online portals for hotel bookings – each has different expectations and objectives which require the integration of an equal number of configurations and Internet commercial strategies.

**Attentiveness, understanding, a dedicated team, technical support and follow-up, every one of FastBooking's clients is given the same care and expertise. And this is no doubt why thousands of hoteliers all over the world have chosen FastBooking to create a tailor-made solution just for them.**

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