

Press Release

FastBooking pumps up GDS services with its FG private label code

FastBooking officially announces its new GDS connection solution. Built from the ground up, it extends the company's existing GDS service with its own "FG" chain code, accelerating recognition of the company's hotel clients on GDS channels. The new configuration also brings hoteliers a single-image platform and leverages the power of FastBooking technology for hotel distribution management.

Paris—November 24, 2011—FastBooking, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, announces its new GDS connection solution. Beginning with the "FG" chain code, the service interfaces seamlessly with the FastBooking Engine back office to provide hoteliers with a high-performance, single-image solution.

"The new FastBooking GDS offer leverages our technological know-how and innovative capabilities across the Internet and GDS spectrum," says Richard Kefs, FastBooking Executive President.

"GDS has been a cornerstone in our offer since the very beginning," says Pierre Charles Grob, the company's Vice President, Revenue Optimization Services. "We offer our hotel clients the best technology to profit from this segment."

Among the first FastBooking client hotels to adopt the FG chain code are the Groupe Lucien Barrière (France) for seven of its hotels, the Legendale Hotel Beijing (China), and the Hotel Monterey Group (Japan).

Michiaki Araoka, Director of Global Sales & Marketing for the Hotel Monterey Group says, "FastBooking equips us with the latest technology...and it's amazingly flexible. It meets the requirements of our global marketing strategy and for cost performance."

FastBooking GDS delivers a 'single image'

A key productivity enhancer and massive time saver, FastBooking GDS delivers a veritable 'single image', the holy grail of booking engine back office functionality.

"FastBooking plays a very important role in the Legendale Hotel Beijing online booking engine. It's through their technical and excellent support that Legendale Hotel has substantially increased production from online booking...and through their integration process as well as the Single Image advantage that we have received great feedback from our clients and repeat customers," says Joseph Toh, Resident Manager for the Legendale Hotel Beijing.

FastBooking Back Office Pricing

Price: GDS-BAR

Access Key: GDS-BAR

Currency: EUR - Euro

Room Categories: SINGLE DOUBLE TWIN

Agency Commission (%): 8

Visitor Tax: 1.00

Breakfast: Included Is Extra Do not specify All Inclusive Basis

Type of Price: VAT included

Sale Conditions: GDS-Standard Mandatory Cancel Conditions

Secure: No Credit Card Required Credit Card Required or Faxed

Options: Buffer-breakfast: 15.00 Per Person (including children) Per Day
1 bottle of Champagne: 35.00 None Per Stay

Show Extended Features...

Default Save

The same powerful algorithms calculate prices for GDS and other channels. PAR (Prices, Availabilities and Restrictions) rate details are entered in the FastBooking Engine back office, are displayed on the same screen and managed in exactly the same way for Internet and GDS posting, and can be shared with GDS and other channels.

Makes rate management easy

All FastBooking Engine functions are available to configure GDS rates: Price sharing, Availability sharing, Room grouping, All price format, Min/Max stay, Overbooking, Close on arrival/departure, Agency commissions, and more.

The system is exceptionally flexible when it comes to GDS publishing. Using predefined access keys that simplify and speed the process, hoteliers can manage rates on their own. A single rate can be published as multiple GDS rate codes. A master rate, at parity with Internet rates, can drive all GDS rates. Hoteliers can publish this rate in the GDS as rate code 'BAR', equal to the Internet BAR.

Optimizes hotel visibility on GDS/IDS channels

With FastBooking GDS, hoteliers manage all channel content from a single screen. No need for multiple entries of information or prices. FastBooking GDS ensures the best presentation of the hotel in terms of content such as descriptions, languages and images. Seamless, next-generation connectivity gives travel agents direct, real-time access to hotel data. "This vastly increases their confidence in the hotel when they book rooms for *their* clients," says Pierre Charles Grob.

Increases visibility, adds a guarantee for travel agencies

The FG chain code appears on GDS screens, making it easy for travel agents to identify FastBooking hotels.

"We ensure a fast response time. We also guarantee commission payments via our partner WPS. These factors are reassuring for travel agents when they book," says Richard Kefs.

'A la carte' access to image-enhancing GDS marketing programs

FastBooking assists with GDS sales and marketing services by submitting the hotel's profile to the main Consortia preferred rate programs including, Carlson Wagonlit, BCD Travel, HRG, and others. Additional promotional GDS preferred placement campaigns, partnerships, and other services are proposed in the solution.

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** DOUBLE CLICK ON HOTEL NAME FOR MAPS AND PHOTOS **
** DIRECT CONNECT AVAILABILITY **
** FASTBOOKING RESPONSE **
FG0022205 GRAND HOTEL BARRIERE ENGHIEU PAR
ADDR- 85 RUE DU GENERAL DE GAULLE 26NOV - INT1
ENGHIEU LES BAINS FR 95880
PHONE- 33-1-39341000 ** SELL 0H1*LINENBR
FAX- 33-1-39341001
RATING- NTM 3 CROWN TAXES- SALES INCL1.20 EUR
1 BEST AVAILABLE RATE 212.00EUR GUAR /C-24H C
APPROX. TOTAL PRICE 212.00 EUR
INCLUDES TAXES AND SURCHARGES
CLASSIC ROOM, DOUBLE OR SINGLE BED, 25 SQM,
AIR-CON, GARDEN SIDE
2 BEST AVAILABLE RATE 250.00EUR GUAR /C-24H C
APPROX. TOTAL PRICE 250.00 EUR
INCLUDES TAXES AND SURCHARGES
SUPERIOR ROOM, DOUBLE OR SINGLE BED, 25 SQM,
AIR-CON, BALCONY, LAKE SIDE
FASTBOOKING, A SELECTION OF QUALITY HOTELS
US GOVERNMENT SAFETY/FIRE APPROVED
** SABRE DATABASE DISPLAY **
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About FastBooking

Since 2000, FastBooking has been the preferred partner to hotelkeepers worldwide, driving more visitors to hotel websites and converting these visitors to direct bookings. FastBooking products and services optimize a hotel's business by maximizing highly profitable direct website bookings, then rationalize inventory and pricing across all online sales channels. The company even optimizes business through legacy GDS/IDS with a cost effective service.

Headquartered in Paris with subsidiaries in Italy, USA, Singapore, Japan and India, the company has E. de Rothschild as its anchor investor. It employs 200 persons worldwide and has gained the trust of more than 7,000 hotel clients.

For more information, visit the FastBooking corporate website at www.fastbooking.net

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