



Press Release

Seven top luxury properties in Southern Africa select FastBooking online solutions

Paris, France and Johannesburg, South Africa—February 14, 2012—From luxury safari lodges to sumptuous city center hotels, seven top properties in Southern Africa have recently partnered with FastBooking for online marketing and booking solutions: Bumi Hills Safari Lodge, David Livingstone Safari Lodge and Spa, Lombardy Boutique Hotel & Conference Center, Meikles Hotel in Harare, Rani Resorts, Victoria Falls Safari Lodge and Vilanculos Beach Lodge. [FastBooking](#) is one of the world's leading e-marketing and online technology solutions providers for the hospitality industry.

“This market is discovering direct online sales. We're proud to partner with these leading establishments,” says Paul Ponçon, FastBooking Vice President, Sales EMEA.

Partnership is a key concept for the relationship these hotels have with FastBooking. FastBooking dedicated consultants work with them to optimize search engine results (SEO) and improve the conversion efficiency of their websites. FastBooking increases Internet visibility for these hotels among a highly qualified international clientele through targeted ad words campaigns as a part of its traffic building programs.

“All these efforts are transformed into direct bookings through a strong multi-lingual booking engine providing the highest conversion rate on the market,” says John McMillian, Managing Partner of Keychain Hospitality, FastBooking's partner in the region. The [FastBooking Engine](#) melds seamlessly into the hotel website and with the hotel brand and graphic codes (white labeled). Internet users only see the hotel's brand name never that of a third party, a feature particularly attractive to hoteliers for whom building a direct relationship with clients is key. [Bumi Hills](#) displays the booking engine search menu prominently on its home page. [The David Livingstone](#) has opted to link the booking engine into its optimized home page. [Vilanculos Beach Lodge](#) features the link on its Accommodations page. Integration of the FastBooking Engine for [Rani Resorts](#) is an example of how this tool works for groups with multiple properties. Meikles, a Leading Hotel of the World, will soon launch the FastBooking Engine on its website.

“Luxury establishments in Southern Africa are motivated to attract international guests. With 12 years experience maximizing direct online bookings and profits for 7,000 hotel clients worldwide, FastBooking is the perfect partner for Southern African hoteliers,” says John McMillan.

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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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