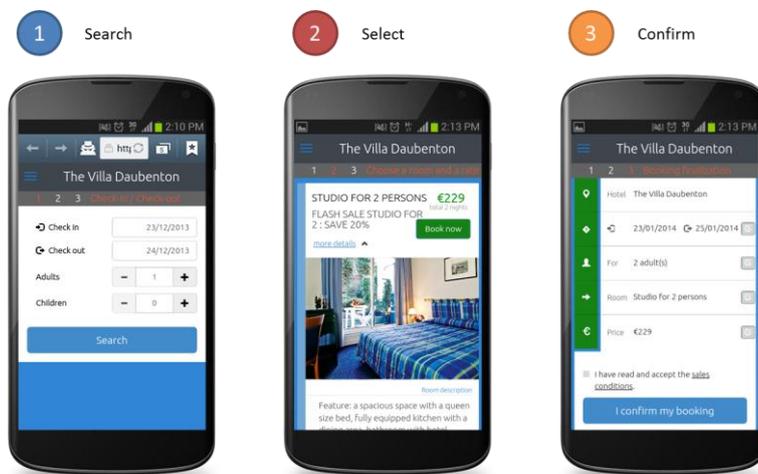


## FastBooking launches new mobile booking interface

Paris—February 17, 2014—FastBooking, the world's leading provider of digital marketing and technology solutions to increase hotel direct online reservations, announces the launch of its **new mobile booking interface** featuring a three-step design that makes it faster and extremely simple to use.



“We’ve made it easier for travelers to book using their smartphone which translates into higher mobile conversion for hoteliers. With three-steps on a single page we have decreased the number of visitor clicks as much as possible. The application has a faster loading time and fewer fields to fill in.” says Ombeline Pin, FastBooking Product Manager.

The shift from desktop to mobile continues to accelerate. PhoCusWright estimated that 12% of online bookings directly with hoteliers were via a mobile device in 2013. By 2014, they expect that number to climb to 20%.

Mobile devices are an integral part of the travel planning and booking process. The smartphone experience, particularly for leisure travelers, is about local search and last-minute hotel bookings. Sixty-five percent (65%) of same-day hotel reservations are made from a smartphone.

“Mobile is a must for generating revenue, particularly from global business travelers,” says Ombeline Pin. The new mobile booking interface, available in 34 languages and 66 currencies, is iPhone and Android compatible.

The new [FastBooking](#) mobile booking application is a “one page only” interface. When clicking on a call-to-action button, the user moves directly down to the next step. Users can scroll-up back to a former step if needed (or click on the step number).

1. Check-in / Check-out (quick search : calendar, number of adults, number of children)

2. Choose a room and a rate (blocks of room/rate combinations + more details)
3. Booking finalization (personal information, payment information, booking summary, sale terms)

Upon completing the reservation, a booking confirmation screen displays the confirmation number, booking summary (hotel name, arrival and departure dates, number of adults and children, room type, total price) and a link to the mobile native map application.

The top menu enables the user to change languages, currency or hotel (when on a hotel group website), to enter an access code (in the quick search Step 1), or cancel a reservation (there's a pop-up to enter the reservation number and cancel it).

The interface is adapted for an individual hotel website or a hotel group website. In the latter case, hotels with at least one available room will be displayed with the least expensive price for the dates of the search. The unavailable hotels are displayed as well but with the mention "unavailable". The user can click on the search button for an unavailable hotel if they wish to stay at this hotel on different dates.

FastBooking has upgraded all existing client hotels' mobile sites; all future mobile websites will automatically include this new mobile booking interface.

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#### **About FastBooking**

FastBooking offers leading-edge products and solutions to the hospitality industry to **increase profits** by **maximizing direct bookings** and **brand visibility** in the digital distribution environment.

Headquartered in Paris with subsidiaries in Italy, Singapore, Japan, China and India, the company employs 200 persons and has gained the trust of more than 8,000 hotel clients worldwide.

For more information, visit the FastBooking website at [www.fastbooking.com](http://www.fastbooking.com)

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