

PRESS RELEASE

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FASTBOOKING announces a major partnership with Hotix in Africa



FASTBOOKING is stepping up the pace of its expansion in North and West Africa by signing a distribution partnership agreement with Hotix, a leading PMS and IT solutions provider for the hotel industry.

FASTBOOKING is pleased to announce its strategic partnership with Hotix in North and West Africa. This agreement allows Hotix to distribute the offers of FASTBOOKING to its customers and prospects, and represents a real opportunity of development for the African hotel market. Therefore, high-performance technology solutions will help local hoteliers to develop direct sales, to get more independent vs OTA's and to maximize their profits.

Hotix is a corporate group specializing in IT solutions and services for various businesses, especially hotels and tourism. Present in North, West and South Africa since 1991, Hotix is nowadays considered as a reference due to its leadership position in its sector. For more than twenty years, Hotix's 50 associate partners have been present in Tunisia, Morocco and Algeria. With a solid expertise in the tourist industry, they feature a client base of 350 hotels. Having developed its own PMS (Hotix new generation), Hotix is also a partner and a distributor of Infor, the world's third biggest IT services provider whose hotel management software (HMS and SUN) is used by more than 5000 hotels worldwide.

FASTBOOKING offers an extensive array of products, solutions and innovative strategies enabling individual hotels and hotel chains to maximize their direct bookings and profits. Some 8000 hotels worldwide trust FASTBOOKING, with 200 hotel units located in Africa.

"FASTBOOKING helps hoteliers to meet the challenge of increasing direct room bookings. So far, most of them still heavily depend on tour operators and lack exposure to qualified international travellers. For more than 10 years now, FASTBOOKING has been a world's leading provider of digital marketing and technology solutions to increase direct hotel bookings, both online and on GDS channels. The company brings hoteliers an unparalleled savoir-faire and expertise. Hotix is happy to be part of it, which explains our excitement about this partnership", says Anthony Sade, Manager Partner at Hotix.

Useful links:

www.hotixsoft.com

www.fastbooking.com

*FASTBOOKING offers leading edge products and services to hotels willing to develop a direct sales strategy.
In an optimal support, FASTBOOKING offers tailor-made strategies in order to maximize performances and improve independence.
FASTBOOKING employs 200 people worldwide (head office in Paris and 7 subsidiaries: New-York, Venice, New-Delhi, Singapore, Beijing, Bangkok and Tokyo) who, each day, serve its 8000 clients.*