

FastBooking and STR Global Partnership Announced

Paris, France—November 15, 2011— FastBooking, one of the world's leading e-marketing and technology solutions providers for the hospitality industry, and **STR Global**, the world's foremost source of data for historical hotel performance trends and benchmarking, announce a partnership accord through which they will work together to strengthen market knowledge of FastBooking hotel partners.



“FastBooking actively develops partnerships with other leaders in the hospitality eco-system. The ensuing exchanges let us expand the competitive edge we give our clients,” says Richard Kefs, FastBooking Executive President and Founder. “Privileged access to timely data and market trends is a boon to decision makers including hotel directors, revenue managers and marketing.” Thanks to this agreement, FastBooking client hotels can participate in various STR Global strategic surveys and receive targeted market analysis.

“The partnership with FastBooking gives us the opportunity to work more closely with independent hotels and grow our sample around the world,” says Elizabeth Randall, STR Global Managing Director. “We are very excited about this opportunity.”

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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, the 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

About STR Global

STR Global provides clients-including hotel operators, developers, financiers, analysts and suppliers to the hotel industry-access to hotel research with regular and custom reports covering Europe, Middle East, Africa, Asia/Pacific and South America. STR Global provides a single source of global hotel data covering daily and monthly performance data, segmentation data, forecasts, annual profitability, pipeline and census information. Hotel operators can join the surveys on a complimentary basis and benefit from free industry data. STR Global is part of the STR family of companies and is proudly associated with STR, RRC Associates, STR Analytics and HotelNewsNow.com. For more information, please visit www.strglobal.com.

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