

## Press Release

### **FastBooking hosts the Business Solutions Theater at Independent Hotel 12**

*FastBooking is one of the first official sponsors behind  
the event which launches this year.*

**Paris, France—July 16, 2012—FastBooking**, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, today announces it is hosting the Business Solutions Theater presentation venue at the first [Independent Hotel 12](#) tradeshow in London in October 2012.

FastBooking joins the event's originators, Mr & Mrs Smith Hotel Collection, The Capital and The Levin Hotels, Pride of Britain Hotels, as a cornerstone sponsor. "Our decision to put major support behind this event is based on our long-term strategy to address the needs of independent hotels in the UK. We have worked with many UK hotels over the last 12 years; this event will be a great opportunity to share news around the latest solutions to increase hotel net revenues," says Guillaume de Marcillac, FastBooking Chief Operating Officer.

In addition to sponsoring the Business Solutions Theater, FastBooking will be meeting hoteliers during the show at stand IH84.

"I expect this will be a knockout event! Independent luxury and boutique hotels are demanding. We work with these kinds of properties all over the world. One of the reasons we attract prestigious properties as clients is certainly our technology. But more than that, our commitment to service matches theirs. Our client hotels look to FastBooking as a partner who will work with them to build a successful online strategy," says Paul Ponçon, FastBooking Vice President, Sales EMEA.

Independent Hotel 12 is "the UK's first trade exhibition for the independent, luxury and boutique hotel sector." It runs from October 16-17, 2012 at Olympia London. For more information, see <http://independenthotelshow.co.uk/>

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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, India and Beijing, 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](http://www.fastbooking.net)

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