

Press Release

FastBooking channel management tool Updater Premium adds more muscle

Updater Premium expands real-time inventory management capabilities to make it easier than ever for hoteliers to boost the performance of the growing number of Internet distribution channels, all from a single interface.

Paris—January 24, 2012—FastBooking, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, announces FastBooking **Updater Premium**, adding new functionalities to its industry-leading channel management tool.

With the proliferation of on-line booking channels working to capture as much booking volume as possible, today's hotelier is faced with an increasing number of websites and extranets to manage. "For independent hotels, FastBooking Updater provides a solution to the time consuming task of trying to manually update myriad hotel booking channels," says Jessica Marchal De Corny, FastBooking Product Manager. "All extranets are visible in a single table on the same screen eliminating the need to go through each extranet individually."

New features include:

- **Powerful reporting tools.** The Channel Optimizer collects and stores reservations made on Internet distribution sites in a single database and generates business reports for at-a-glance visibility of channel performance for the hotel. Standard and customer reports help better manage the hotel's offer.
- **Centrally managed inventory:** Allotments are automatically adjusted and dispatched to all channels. The Central Allotment feature ensures that rooms are always available on all distribution channels to create booking opportunities and capture more business. Once the hotelier loads an initial allotment, FastBooking Updater Premium adjusts the allotment according to the incoming bookings to make sure it is always evenly distributed across all channels. Bookings are processed in real time to avoid overbooking. Allotments are updated across all channels.

- **Automatic, real-time booking feed into the hotels' PMS to minimize manual intervention.**

As an additional option, Updater Premium can automatically load the bookings collected from the hotel's Internet distribution sites into the PMS. Real-time processing of bookings into the PMS results in exact inventory status at all times and reduces manual inputs into the PMS.

Fastbooking Updater is a reliable channel management solution with a success rate of 98.5%, the highest in the industry! FastBooking Updater Premium builds on the existing, user-friendly channel management interface of FastBooking Updater to boost Internet distribution performance in the long-term:

- Save time,
- Manage all rates and channels from a single screen,
- Monitor distribution site performance,
- Follow performance and profitability,
- Improve reactivity to market changes.

Press Contact

Deborah Gallin

dgallin@fastbooking.net

+33 (0)1 44 71 88 83

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 also 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

FastBooking is a registered trademark of FastBooking. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. FastBooking disclaims any proprietary interest in trademarks and trade names other than its own.

