

Press Release

FastBooking co-Founder to speak at new UK hotel industry event

Richard Kefs opens two days of business sessions specifically designed for the independent, luxury and boutique hotel sector at Independent Hotel 12

Paris, France—October 12, 2012—FastBooking co-Founder and Executive President, Richard Kefs, will address hoteliers at the opening session of Independent Hotel 12, a new UK tradeshow focusing specifically on the concerns of independent, luxury and boutique hotels. [FastBooking](#) is one of the world's leading e-marketing and online technology solutions providers for the hospitality industry.

“The complexity of online distribution for independent hotels can be almost baffling: GDS, Internet, direct versus indirect distribution, social media...the stakes are enormous. Where do you start? What should you do,” says Richard Kefs. “Working with the right partner hoteliers can harness this complexity and profit from its potential.”



Richard Kefs

FastBooking Vice President, Market Development, Peter Fitzgerald, will take the stage on October 17. “Independent luxury and boutique hotels are demanding. We have worked with many well-known UK hotels over the last 12 years. 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 Peter Fitzgerald.



Peter Fitzgerald

Richard Kefs will be speaking at 9:4am, October 16 on “Coping with online distribution complexity.” Peter Fitzgerald will be speaking at 11:15am, October 17 on “Creative Agility – The Independent Advantage”.

FastBooking will be meeting hoteliers during the show at stand IH84.

Independent Hotel 12 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 iCRS increases the hotel's net revenue by maximizing highly profitable direct website bookings and by rationalizing inventory and pricing across all online sales channels as well as a state-of-the-art GDS/IDS service under the FG code.

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

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