



Press Release

FastBooking develops the first mobile website for the Royal Plaza on Scotts Singapore hotel

FastBooking extends its solutions for hoteliers through mobile technology whether in a native application, such as FastBooking.com on the iPhone or, now, with hotel-branded mobile websites.

Singapore—February 1, 2010—FastBooking, one of the foremost providers of e-marketing services and advanced Internet booking systems for the hospitality industry, announces the completion of the new mobile website, www.royalplaza.com.sg, for its client Royal Plaza on Scotts Singapore.

“We’re constantly looking for new ways to increase bookings for our clients and mobile websites are clearly an important tool. We’re pleased to have developed the first mobile site for Royal Plaza on Scotts. Our full mobile website development offer will roll out in March,” says Henry Teng, Managing Director of FastBooking Asia.

Like its Internet counterpart, the mobile website features the industry-leading FastBooking Engine. According to Henry Teng, guests of Royal Plaza on Scotts will enjoy the convenience of getting connected to the hotel wherever they are, whenever they want, anytime. Hotel clients can browse, book and tweet via their mobile phone.

“We are excited to offer this mobile website. Our guests are increasingly becoming mobile-ready, and we need to response to their needs. Our mobile website offers fast download, short descriptions of hotel amenities and services, navigation that is straight to the point, exact location, maps and directions and an easy-to-use, simple booking engine in 29 languages,” said Mohamed Yusof, Director of Business Strategies at Royal Plaza on Scotts Singapore.



The Royal Plaza On Scotts mobile site is available in English and Simplified Chinese.

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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, Asia and India, the company has E. de Rothschild as its anchor investor. It employs 160 persons worldwide and has gained the trust of more than 5200 hotel clients.

For more information, visit the FastBooking corporate website at www.fastbooking.net

About Royal Plaza on Scotts Singapore

Royal Plaza on Scotts is a leading five star hotel in Singapore. For three Years Running! Royal Plaza on Scotts was awarded 'Asia Pacific Best Independent Hotel Award' 2009 and 2008. In 2007 won the Asia Pacific 'Best City Hotel Award'. On 1 October 2009, Royal Plaza on Scotts was presented the Singapore Green Hotel Award 2009 by Singapore Hotel Association and supported by Singapore Tourism Board (STB) in recognition of the hotel's best green practices.

For more information, please visit www.royalplaza.com.sg

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