

Press Release

FastBooking continues to build momentum in the hospitality market on the Iberian Peninsula

The Hotel Villa Padierna, Insignia Hotels & Resorts, Fontana Park Hotel and Casa da Calçada join the FastBooking roster of luxury hotel clients on the Iberian Peninsula. José Ramón Villarrubia of Insignia Hotels & Resorts has become a consultant with FastBooking to extend the company's world-renowned e-marketing and technology solutions farther into the Spanish market.

Paris, France and Madrid, Spain—July 12, 2012—FastBooking, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, today announces a new consulting partnership with José Ramón Villarrubia and welcomes a number of prestigious, luxury hotels in Spain and Portugal as clients.

“José Ramón is a renowned and highly-respected professional in the Spanish hospitality industry. We are proud to collaborate with him and count him as our partner in Spain,” says Paul Ponçon, FastBooking Vice President, Sales EMEA. “José Ramón's activities will complement those of Alejandro Garcia-Andrade Mc Donald, our Madrid-based sales executive.”

“With more than 200 hotel clients now in Spain and Portugal including the Villa Padierna, Insignia Hotels & Resorts, Velada Hoteles, the Fontana Park Hotel and Casa da Calçada, we've built considerable momentum in these dynamic markets,” says Alejandro Garcia-Andrade Mc Donald, FastBooking Senior Sales Manager.

[Insignia Hotels & Resorts](#) manage, and handle marketing and distribution for more than 30 four- and five-star independent luxury hotels in Spain, Ireland and Portugal. Twenty-four of the Spanish properties are now using FastBooking GDS FG chain code. This new, FastBooking-proprietary platform enables hoteliers to manage their Internet and GDS inventories from a central point in the FastBooking iCRS (Internet CRS), rather than from a separate GDS access. FastBooking is also creating new websites equipped with the industry-leading FastBooking Engine for six of the hotels.

“I am thoroughly convinced by the quality of the FastBooking technology and their business model. This is what makes me believe that FastBooking is the solutions provider best suited to the Spanish market,” says José Ramón Villarrubia, General Director of Insignia Hotels & Resorts.

[Villa Padierna Palace Hotel](#) is a five-star luxury property featuring 129 rooms and suites including 11 beautifully appointed villas with private swimming pool, two 18-hole golf courses, a selection of dining options from five highly-praised establishments, meeting rooms accommodating up to 600 participants including a Roman Amphitheater for up to 400 people, and a selection of sports/relaxation facilities including a Thermae Spa and the American Golf Academy.

“We are considered among the top 5-star hotels in Spain and are hoping to receive our sixth star in the fall,” says Martin Schneck, Managing Director of the Villa Padierna Palace Hotel. “In order to achieve this, we are focused on providing extraordinary service. This is why we decided to work with FastBooking. I know from previous experience that their commitment to service is unrivaled and that they successfully increasing online bookings. For independent luxury hotels like us FastBooking is the perfect partner. They provide the solutions and service we need.”

The [Fontana Park Hotel](#) is a trendy, luxurious, cosmopolitan four-star hotel in the center of Lisbon’s business, shopping and leisure district, and is the first of the 'Design Hotels™ to be built in this city’s center. Hotel management chose the FastBooking Engine for their website coupled with FastBooking traffic building and brand protection programs. FastBooking Traffic Builder Programs augment visibility and traffic to the hotel website increasing direct bookings. Customized sponsored link programs help ensure that the hotel brand works specifically for the property and not to the benefit of third-party distribution channels.

The 30-room [Casa da Calçada](#), one of the most exclusive boutique hotels in Portugal and a member of the exceptional hotels chain Relais et Châteaux, is located in the historic center of Amarante between Oporto and the Douro Valley. In addition to moving to the FastBooking Engine to increase bookings and speed the online reservations process, Casa da Calçada will rely on FastBooking Traffic Builder Programs to protect its brand, heighten the hotel website’s visibility, and boost traffic for more direct online bookings.

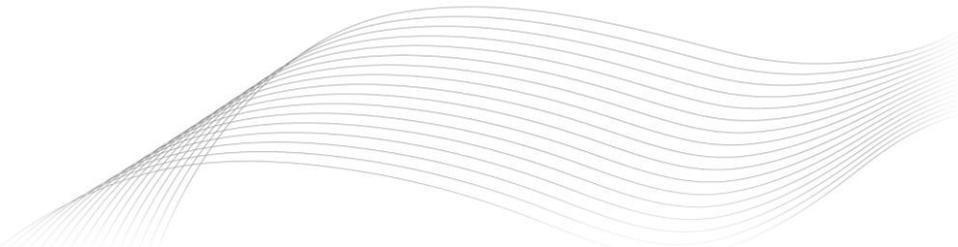
“One of the reasons we attract such prestigious clients is certainly our technology. But more than that, our commitment to service matches theirs. Our client hotels look to FastBooking as a partner who will work with them to build a successful future,” says Paul Ponçon.

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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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