

**FastBooking partners with TravelDaily to present
the 2013 China Hotel Marketing Summit**

April 8, 2013: TravelDaily (www.traveldaily.cn), China's leading online publisher and event organizer with emphasis on distribution, marketing and technology in the travel and tourism industries, welcomes FastBooking (www.fastbooking.net) as a sponsor for the 2013 China Hotel Marketing Summit from May 15-16 in Shanghai.

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 is a pioneer in e-marketing and Internet-based technologies for independent hotels and hotel groups. 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 our proprietary GDS/IDS technology under the FG code.

The global travel and tourism industry still in a slow recovery from recession; the Chinese market becomes the only bright spot. A forecast by IHG anticipates that the number of hotel rooms in China will reach 6.1 million by 2025, exceeding the U.S. Similarly, Chinese outbound travel continues to grow rapidly, making China a catalyst to the growth of global hotel market.

Meanwhile, emerging technologies, applications and models are becoming increasingly important to hotel marketing strategy and operational performance. "Unbound World" is the main theme for China Hotel Marketing Summit.

Over 500 C-level executives and senior business leaders from the hotel industry will take center stage at the China Hotel Marketing Summit from May 15 to 16, 2013 (being held at the Double Tree by Hilton, Shanghai-Pudong) to address the core issues affecting the heart of the hotel industry.

Henry Teng, Managing Director of FastBooking Asia, will participate in a panel discussion and share his insights on "How can Chinese Hotels Develop Their Overseas Distribution Network and Sell Direct to Inbound Travelers?" on May 15.

"We have been working with Asian hoteliers since 2003 and have built a solid client base in China representing many of the premier Chinese properties. This, together with our experience in Europe, and our portfolio of proprietary technologies and solutions, gives us a unique perspective from which to assist Chinese hotels with their worldwide growth," Says Henry Teng, Managing Director of FastBooking Asia.

"We are delighted to have FastBooking as our sponsor. We believe that they will provide a unique perspective to help the hotels offer the seamless online experience to visitors and drive online conversion," said Charlie Li, CEO of TravelDaily. "The event will address the hottest topics in China's hotel industry, demonstrate how to maximize learning and communicate opportunities for industry executives from leading companies such as FastBooking. It's not to be missed!"

More information about this summit is available at:
http://summit.traveldaily.cn/19/index_en.aspx

Press contact

Deborah Gallin

Tel: +33(0)1 4471 8883

dgallin@fastbooking.net

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 is a pioneer in e-marketing and Internet-based technologies for independent hotels and hotel groups. 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 our proprietary GDS/IDS technology 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 8000 hotel clients.

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

About

TravelDaily

TravelDaily is China's leading online publisher and event organizer with emphasis on distribution, marketing and technology trends in the travel and tourism industries.

With our China focus, our up-to-minute news and feature stories combined with the in-depth analysis by leading industry experts will keep you up-to-date with the latest trends in the industry.

More information about TravelDaily is available at: www.traveldaily.cn

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.

