



Press Release

FastBooking and Travelindex sign partnership accord

FastBooking client hotels will be displayed and bookable via Travelindex.com as well as affiliate partner sites

Paris, France—March 23, 2011—FastBooking, the European leader and one of the world's top four online solutions providers for the hospitality industry, and Travelindex.com, a leading direct online channel and data repository for the travel industry, have signed an agreement in which [FastBooking](#) client hotels will be displayed and bookable from [Travelindex.com](#). This partnership expands FastBooking's existing traffic-building activities by giving its hotel clients direct visibility to the more than 2.5 million annual international visitors to the Travelindex site which attracts a mix of leisure and business travellers as well as travel professionals.

"FastBooking's mission is to help hoteliers develop visibility for the hotel brand on the Internet and generate reservations on their official website," says Alain Hirschfeld, FastBooking Marketing Director, Business Development. "This fits well with Travelindex. The site is an electronic travel directory with direct connectivity and is a well-known travel and hotel resource."

The goal of the partnership is to increase visibility of FastBooking client hotels among an international clientele particularly from Asia, a region in which Travelindex has a strong following and where the demand for stays in Europe and Asia is growing steadily.

Visitors to Travelindex who click on the site's new "Book Direct" icon will be linked to the hotel's official website reservation page. Visitors directed to hotel websites equipped with the FastBooking Engine will find reservation information already in their language (31 languages and 62 currencies are available in the FastBooking Engine).



"I have long been a believer in the direct channel. As far back 1995 I felt that travellers should have direct access to hotels to make their reservations," explains Bernard Metzger, Travelindex Founder and Director of the Travelindex Network. "We share this philosophy with FastBooking, which is a key reason this partnership makes sense."

Travelindex references hotels and the travel sector in more than 240 countries and destinations via its own and affiliated partner websites including www.VisitSingapore.org, www.ThailandTourist.net, www.VisitKenya.com, www.BestDestination.com, www.TourismSriLanka.org, www.SeeAfrica.com.

FastBooking serves 6,000 independent, charming and luxury hotels in more than 90 countries around the world, with a particularly strong client base in Europe and Asia. The company's commitment to 'increasing hotel website bookings' resulted in more than 3.5 million room reservations booked for client hotels in 2010.

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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, 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 6,000 hotel clients.

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

About Travelindex.com

TravelIndex is a human-edited, permanently updated and validated database for the travel industry where, in an environment of trust, all transactions and exchange of information are conducted directly. Travelindex provides travelers and travel professionals with reliable, accessible and trustworthy travel and tourism information and data, giving businesses in the 241 countries and destinations referenced in Travelindex, the opportunity to develop a network and community of contacts with the aim of enabling them to forge new alliances and get new customers. TravelIndex is committed to connecting travelers and travel professionals directly, allowing free access and to share the Travelindex data.

With over 2.5 million visitors in 2010, Travelindex is fast becoming a leader in the direct online channel and B2B - B2C travel relations.

For more information, visit <http://www.travelindex.com/>

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