

Press Release

FastBooking to equip all Adagio City Aparthotel properties with competitive analysis tool, FastBooking Checker

The Group Pierre & Vacances Center Parcs-Accor joint venture taps FastBooking for its Checker market analysis tool. Launch of FastBooking Checker in the current 90 properties will be followed by Adagio and Adagio Access soon-to-be opened properties in Liverpool and Cologne.

Paris, France—July 16, 2012—FastBooking, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, today announces FastBooking Checker has been selected as the Internet market analysis tool by Adagio City Aparthotels.

"We selected FastBooking Checker because the user-friendly interface makes it easy for our pricing and revenue management teams to use. The automatic export of all data is also a crucial advantage," says Vangelis Porikis, Adagio City Aparthotel Director of Marketing and Sales.



FastBooking Checker is a powerful market analysis tool through which hoteliers can monitor competitors' rates. Hoteliers select the websites they want to audit; FastBooking Checker creates reports to help them interpret the data. Hoteliers can choose to follow the competition for any period over the course of a year on a daily, weekly or monthly basis.

In addition to looking at short-term stay patterns, Adagio is particularly interested in monitoring long-stay pricing trends. "Checker helps our hotel clients analyze and improve their position in the market to increase profitability," says Pierre Charles Grob, FastBooking Vice President, Revenue Optimization Service.

FastBooking Checker provides a wide range of options to personalize the system. For instance, hoteliers can choose their competitive set and websites, schedule reports for the date and time which suit them, set personal alerts, and more.

"FastBooking superior technology ensures high data reliability across a competition set of more than 650 hotels along with optimal data retrieval success rates," says Corinna Commerci, Fastbooking Updater Product Manager.

"Our outstanding technology is a key asset for Adagio; so is our collaborative approach to client relationships. We're dedicated to service; FastBooking will provide support and guidance as Adagio expands into new markets," says Pierre Charles Grob.

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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, USA, Singapore, Japan, India and China, 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

About Adagio

Leader européen des résidences de tourisme urbaines, Adagio City Aparthotel est la marque d'aparthotels issue de la Joint-Venture entre le Groupe Pierre & Vacances Center Parcs et Accor créée en 2007. Elle propose des appartements tout équipés avec des services en option, pour des séjours de moyennes et longues durées, permettant au client de vivre à son propre rythme au cœur des plus grandes villes d'Europe. Articulé autour de 2 gammes de produits : Adagio, sur le segment moyen/haut de gamme et Adagio Access sur le segment économique, la marque compte aujourd'hui 90 aparthotels, soit plus de 10 000 appartements du studio au 3 pièces, en France et en Europe.

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