

## Press Release

### **Fujita Kanko, Inc. signs with FastBooking for booking engine, GDS, channel management and distribution services**

*Fujita Kanko, Inc. hotel properties join well-known hospitality brand names such as Tokyu Hotels, Prince Hotels, Best Western Japan, Monterey Hotels, Candeo Hotels and Wing Hotels, on the FastBooking client roster. Among the first projects are new website development and mobile sites for all 38 Fujita Kanko, Inc. hotels, including the **Hotel Chinzanso Tokyo**, a one-of-a-kind luxury property.*

**Paris, France and Tokyo, Japan—October 1, 2012—FastBooking**, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, welcomes **Fujita Kanko, Inc.** as one of its newest hotel clients in Japan. FastBooking is providing all Fujita Kanko hotels with new websites. FastBooking *code FG* GDS and channel management services complete the offer for the majority of the properties.

"We liked what FastBooking has done with other sites for hotels," said Sadanori Fujiwara, Web Promotion Manager, Fujita Kanko Inc. "We're looking forward to a fruitful relationship with FastBooking and to using their e-marketing and online technology services."

"We are proud to have earned the trust of Fujita Kanko, Inc.," says Henry Teng, FastBooking Asia, Managing Director.

Each website implements industry best practices—"be visual, simple, informative" to produce a site that is truly user-oriented—together with the high-conversion FastBooking Engine to maximize direct online revenues. All websites will be developed in Japanese, English, Korean, Simplified Chinese and Traditional Chinese.

The first Fujita Kanko hotel website for the **Shinjuku Washington Hotel** went live during the summer and the remaining hotel websites will be completed in the winter.

Says Sadanori Fujiwara, "since the new site went live, we've doubled online reservations for this hotel. We are very pleased with this performance and look forward to implementation of the remaining hotel websites."

Fujita Kanko hotels will benefit from traffic building activities designed to channel visitors to the hotels' official websites. In addition to e-marketing campaigns, the hotels will be visible on FastBooking distribution websites (FastBooking.com and worldwide destination websites), FastBooking partner websites as well as the major international tourism and travel websites.

"One of our guiding principles is partnering with our clients to ensure their success. Our Revenue Optimization teams will work closely with Fujita Kanko hotels to get the most out of the traffic building campaigns," says Henry Teng.

FastBooking GDS *FG code* is replacing existing GDS gateways for a majority of the establishments. This new, FastBooking-proprietary platform enables hoteliers to manage their Internet and GDS inventories from a central management interface, rather than from a separate GDS access. The hotels also have an expanded choice of 27 Consortia programs including American Express Preferred Extras Hotel Program EMEA, Carlson Wagonlit Travel, HRG, Fedrooms, Navy Elite, World Rainbow Hotels and many others.

The FastBooking channel management tool, FastBooking Updater, is being implemented at selected hotels. FastBooking Updater is a powerful Internet-based channel management solution with elaborate updating. The system enables hoteliers to update rates, availability and many more options across over 200 websites from a single interface.

Fujita Kanko, Inc (9722 JP), one of the leading hotel companies in Japan, has four business segments:

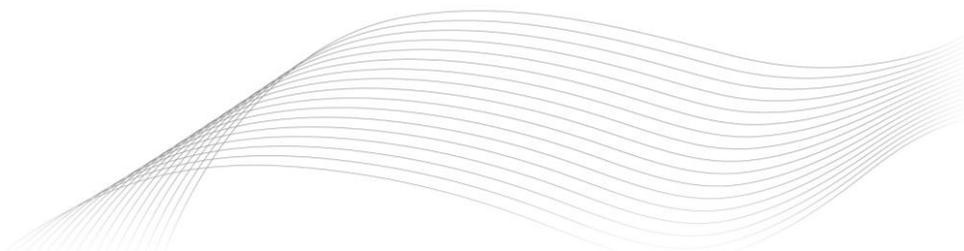
- The Chinzan-so & Taiko-en Segment operates Hotel Chinzanso Tokyo, Taiko-en (a wedding hall in Osaka), International Hotel Kyoto and among other properties.
- The Hotel Gracery and Washington Hotel segment is involved in the operation of hotels under the names Hotel Gracery and Washington Hotel in Sapporo, Yokohama, Fukuoka, Tokyo and other cities.
- The Kowaki-en (resort) segment is involved in the operation of Hakone-Yunessun, Hakone Hotel Kowaki-en, Ito Kowaki-en and Hotel Toba Kowaki-en, among other properties.
- The fourth segment is engaged in real estate-related business.

## **Press Contact**

Deborah Gallin

[dgallin@fastbooking.com](mailto:dgallin@fastbooking.com)

+33 (0)1 44 71 88 83



---

## 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](http://www.fastbooking.net)

---

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.

