

Press Release

Kayak and Wego join TripAdvisor, Trivago and Google Hotel Finder as FastBooking Direct Link partners

Only FastBooking partners with as many travel and price comparison sites providing hoteliers with a direct link to their official websites.

Paris—November 19, 2012—FastBooking, one of the world's leading e-marketing and online technology solutions providers for the hospitality industry, announces the extension of its Direct Link program to new partners Kayak and Wego.

FastBooking Direct Link debuted in November 2011 and has grown rapidly in popularity among hoteliers. "No other company works with as many important Internet partners as FastBooking," says Jean Louis Boss, FastBooking Vice President, Marketing.

Kayak and Wego, both price comparison sites, greatly extend a hotel's visibility to the Asian and North American markets, respectively. As with all FastBooking Direct Link partner websites, Kayak and Wego link to dedicated landing pages on official hotel websites using XML connectivity. These landing page display the results of the request made by the web user on the partner site.

Direct Link gives independent hotels and groups critical visibility on travel and price comparison sites when Internet users are searching for accommodations. "The hotel benefits from increased traffic on its official website, greater potential for bookings and profit, and the very real advantage of 'owning the relationship' with the customer," says Jean Louis Boss.

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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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