

**Press Release****Pershing Hall, the Paris boutique 5-star luxury hotel, signs with FastBooking for combined GDS Consortia and Corporate services**

**Paris—January 6, 2014—FastBooking**, the world's leading provider of digital marketing and technology solutions to increase hotel direct online reservations, announces the signing of a long-term contract to provide [Pershing Hall](#) hotel with GDS services to optimize high-end corporate accounts and top-tier leisure business.

FastBooking [Consortia and Corporate Care program](#) will ensure that Pershing Hall gets personalized representation with Corporate accounts and top-notch GDS technology. Pershing Hall is looking to build its business with a particular eye on high-end travelers and the US.

Pershing Hall joins the more than 1200 hotels subscribing to the FastBooking FG chain code. The Combined Consortia and Corporate Care program guarantees the hotel complete handling of their RFP tool and all Corporate and Consortia submissions, active marketing of the hotel to selected corporations by the FastBooking GDS team as well as newsletters and other marketing opportunities to travel managers, Travel Management Companies, Business Travel Companies, in-house travel departments and travel agents.

Pershing Hall is in the heart of the Golden Triangle in Paris, where luxury fashion brands and the most prestigious hotels are located, and is one of the city's trendiest night spots. It is an architectural jewel filled with history. For its renovation in 2001, the architect Andrée Putman redesigned the spaces. VIPs sup and sip in the interior courtyard in which the superb vertical garden reigns reaching up more than 30 meters from the hotel's skylight-covered patio.

"Pershing Hall is a rare hotel with a unique personality. We will market the property accordingly to increase high-end corporate clients and the high-end leisure market share," says Lorin Wahlers, FastBooking Director of Revenue Optimization.

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**About FastBooking**

FastBooking offers leading-edge products and solutions to the hospitality industry to **increase profits** by **maximizing direct bookings** and **brand visibility** in the digital distribution environment.

Headquartered in Paris with subsidiaries in Italy, USA, Singapore, Japan, China, Thailand and India, the company employs 200 persons and has gained the trust of more than 8,000 hotel clients worldwide.

For more information, visit the FastBooking website at [www.fastbooking.com](http://www.fastbooking.com)

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