

The Doyle Collection engages FastBooking to develop international online sales capability

Paris—November 4, 2013—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 with **The Doyle Collection** to further develop international business via a multi-lingual website for its eight luxury properties located in the UK, Ireland and North America.

"We help hoteliers drive online brand visibility, maximize direct website bookings and profits, and have a better understanding of their market," says Paul Ponçon, FastBooking Vice President, Sales EMEA. "We are very excited about working with The Doyle Collection. We have years of experience improving direct website reservations for city-center, luxury hotels."

[The Doyle Collection](#) offers rooms and suites for business travelers and guests. Hotels are set in the most fashionable quarters of London and Bristol (UK), Cork and Dublin (Ireland), and Washington DC (USA). FastBooking will develop a website integrated with the FastBooking Engine for The Doyle Collection for markets speaking French, Italian, Spanish and German and will manage SEM in these languages.

"We chose FastBooking because of their ability to market online to our particular segments in national languages and the potential of their multilingual integrated booking engine solution. We believe their managed solution will allow us to establish and expand The Doyle Collection brand presence online in new markets and as a result, drive direct online conversions from these markets through our brand website, [doylecollection.com](#)," says Pat King, The Doyle Collection's Chief Executive Officer.

FastBooking has been creating high-performance hotel websites for more than 12 years. Among the remarkable sites the company has developed recently are [Hotel Londra Palace](#) (Venice, Italy), [Hotel Montaine](#) (Paris, France), [Hotel Le Negresco](#) (Nice, France), [Boutique Hotel Tash](#) (Belgrade, Serbia) [Groupe Manotel](#) (Switzerland). The FastBooking Engine is integrated into websites developed by FastBooking. FastBooking Engine is the most comprehensive, high performance Internet booking engine in the industry. It combines advanced merchandising facilities with an interactive, user-friendly booking interface that results in higher conversion rates and greater revenues.

FastBooking is the first company in the world to offer independent hotels a direct link to the booking page of their official website when travelers search for prices on Google (Google Maps, Google Hotel Finder, Google+) or leading travel websites (TripAdvisor, Trivago, Kayak, Wego, HotelsCombined...). Today more than 4,000 FastBooking hotel clients subscribe to FastBooking Direct Link.

FastBooking Search Engine Marketing increases both qualified traffic to the hotel's website and potential bookings. Hoteliers can significantly develop their turnover while enhancing their hotel brand and optimizing return on investment.

Press Contact

Deborah Gallin

dgallin@fastbooking.net

+33 (0)1 44 71 88 83

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 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

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