



# What is a Hotel Booking Solution?

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Let's talk.....

Who and what is Fastbooking (.net) ?

The landscape change

Hotelier need and expectation

Guest and “non - guest” preference

Under the surface of distribution

“Ecosystems” for successful hotel  
booking solution



# A leader in hotel e-marketing & online booking solutions

## A global company

- Created in 2000
- One of the first Internet Pure Players in the industry
- 200 hospitality specialists and Internet experts on 4 continents

## A key player

- Leader in Europe
- Worldwide customer base of over 6,000 hotels' websites
- Partnerships with major players
  - Micros, IDeaS, Google, Orange, TripAdvisor, ...
- At the forefront of innovation
  - Member of Hotel Technology Next Generation (HTNG)



Volume generated by FastBooking Grew to 370 € in 2009 (€ millions)

Seeing through the computing « Cloud »  
Unravelling the ball of confusion brought by change



FastBooking envisioned and anticipated  
the future importance of online distribution for hoteliers



→ Advanced merchandising capabilities



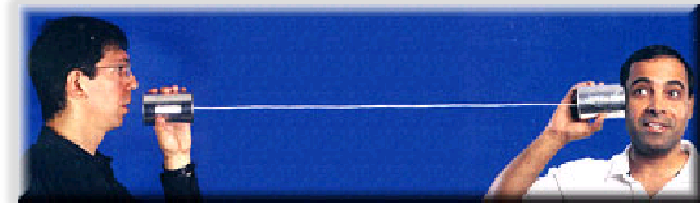
→ Manage inventory down to last available room



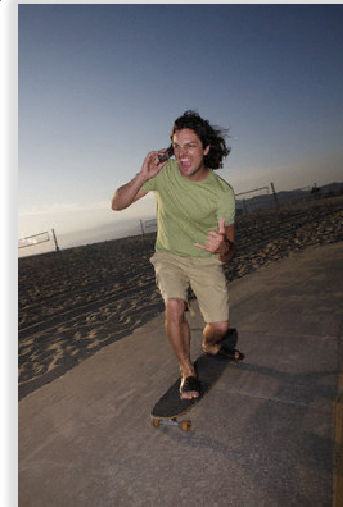
→ Efficient management rather than control of their brand image



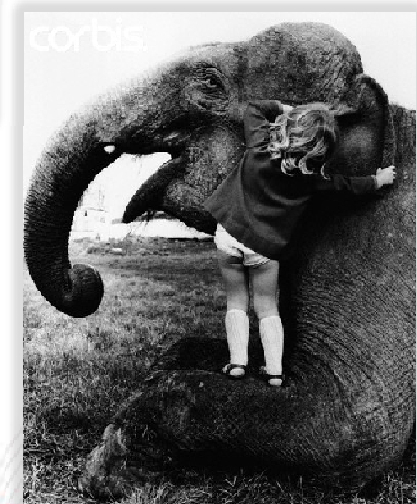
→ An experience that speaks directly to them; anticipation, response, respect, recognition



→ New devices, new habits, mobile lifestyle.



→ Share their experience with their network ; *trusted* vs. *anonymous* content

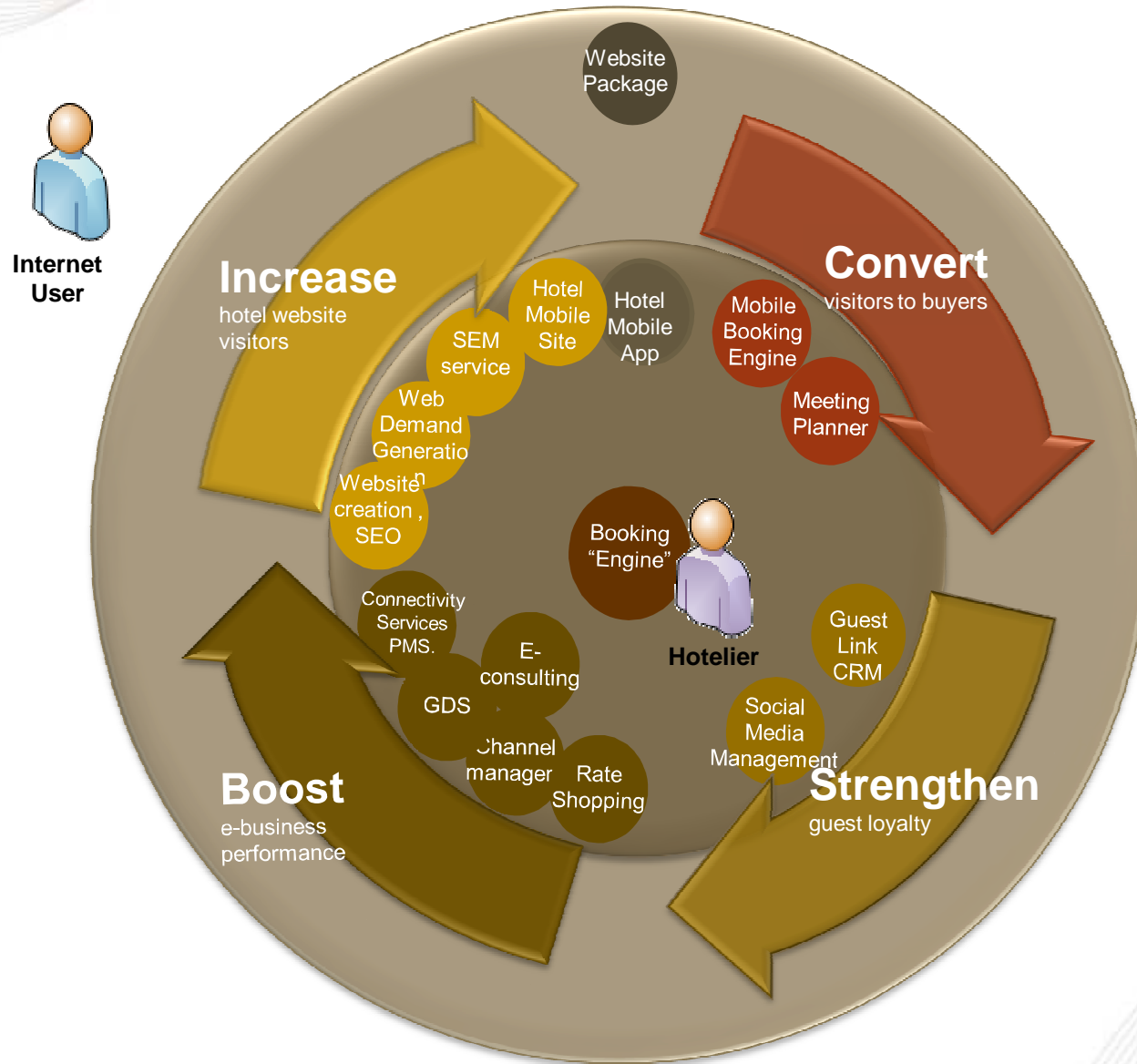


It's not enough to focus only on the booking engine



Hoteliers need an ecosystem of interlocking solutions that supports and delivers a successful distribution strategy.

# FastBooking's Ecosystem for hotels



THANK YOU.

