

N° 1 in Europe



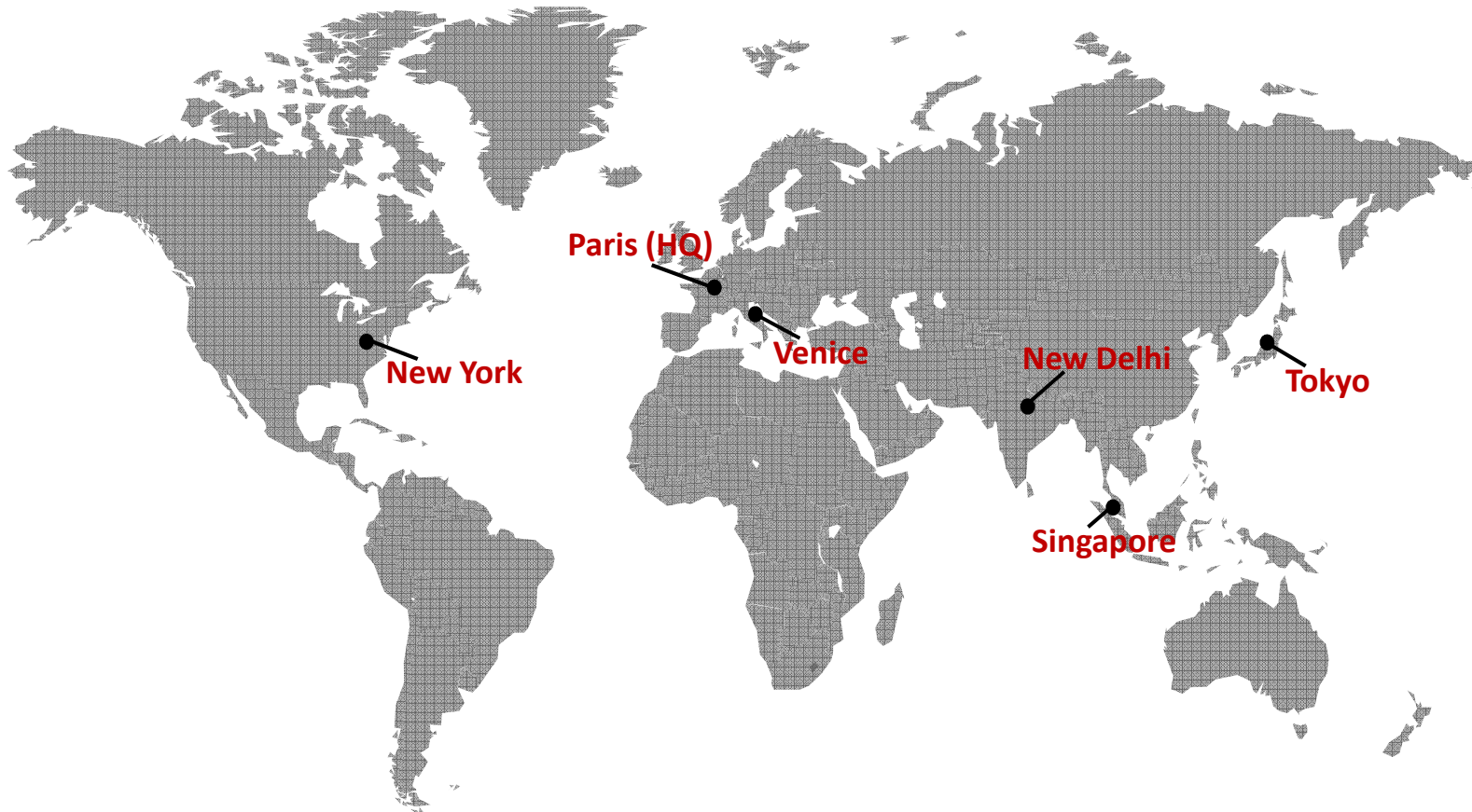
7,000 hotel customers

N° 4 in the World

4,000,000 room nights

200 employees

450 € million sales



Where is the silver lining for independent hotels in these stormy times?



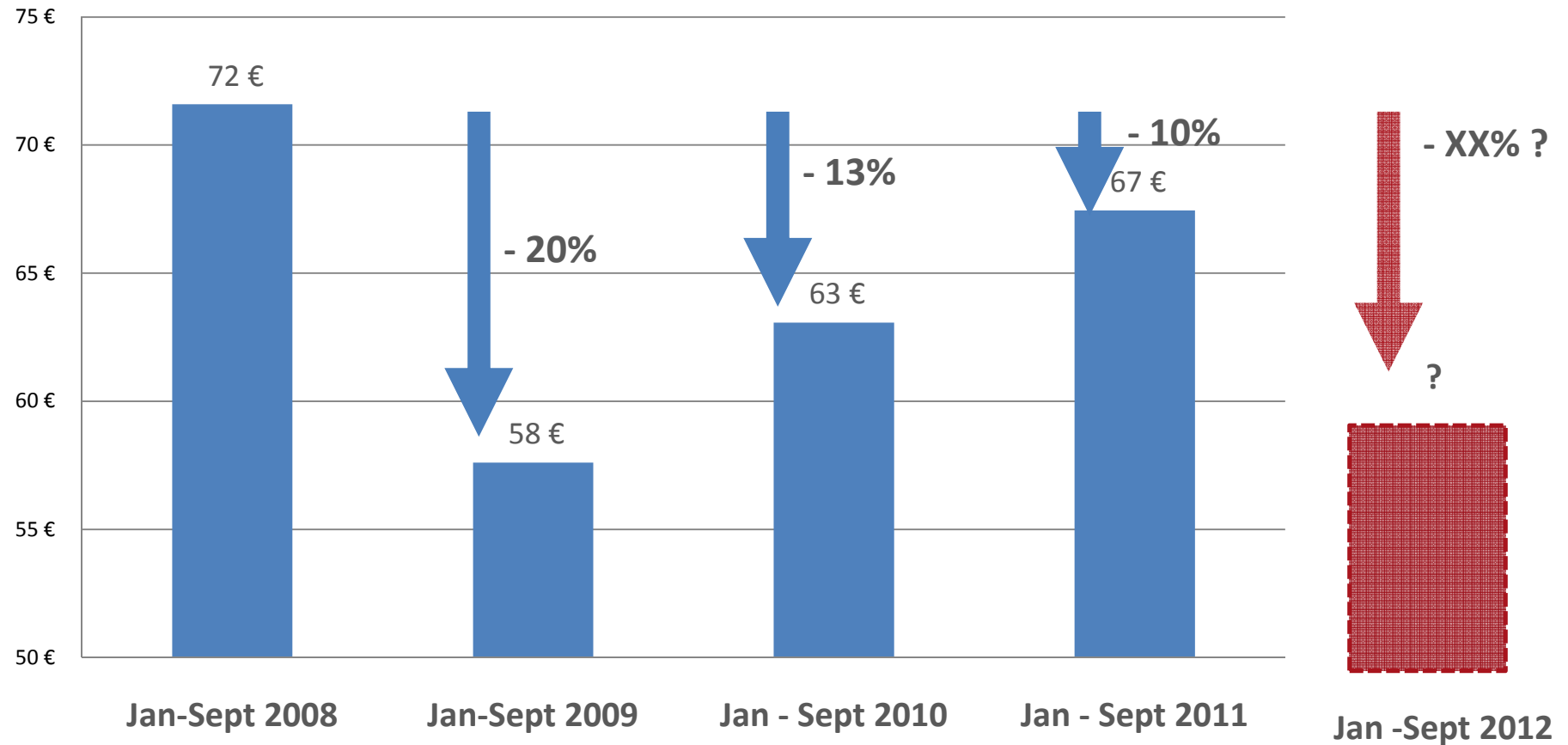
Threat N 1: Recession...the second wave



Recession...the second wave ?

For Hoteliers: Declining Occupancy and Rates

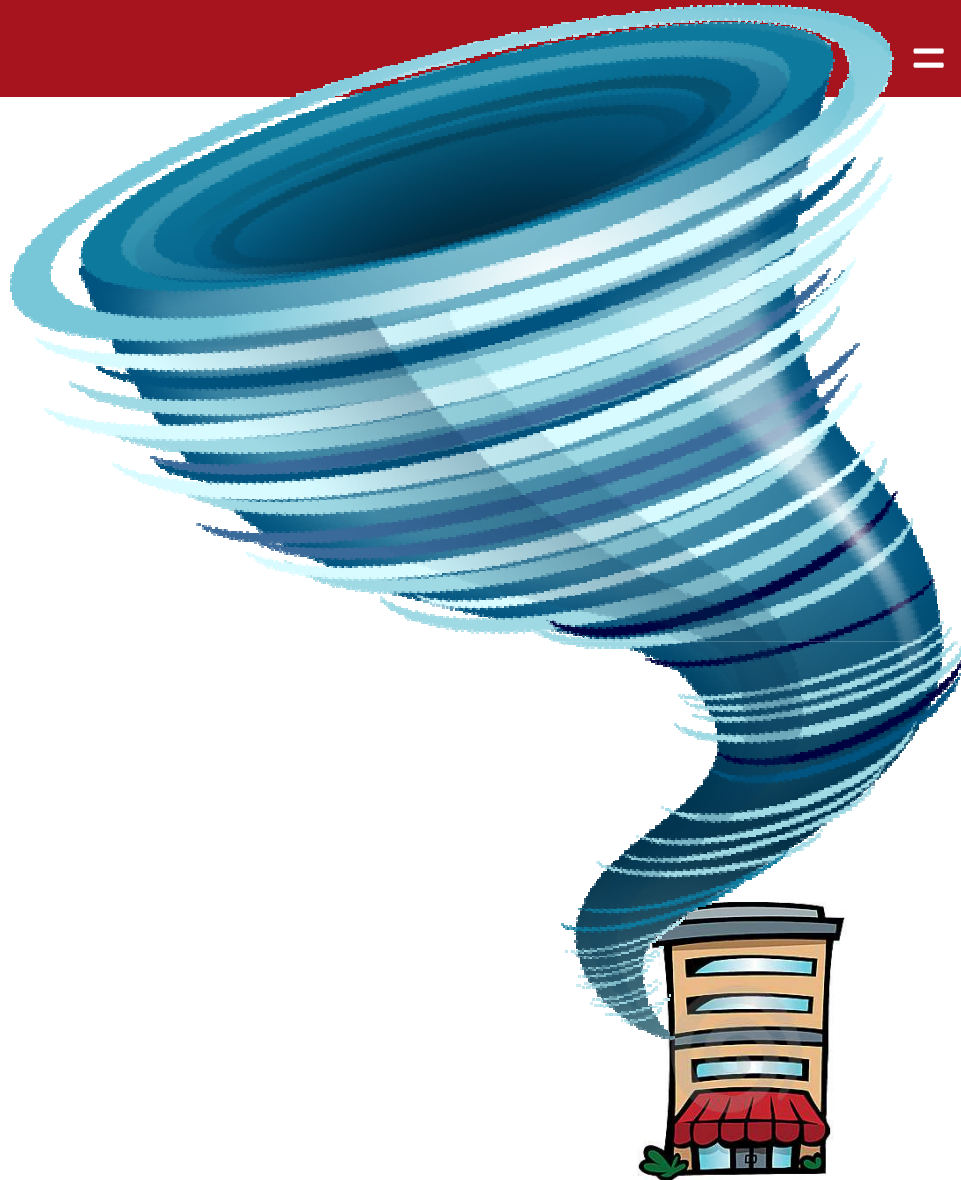
Europe RevPAR evolution



Sources : Smith Travel Research

Threat N° 2:

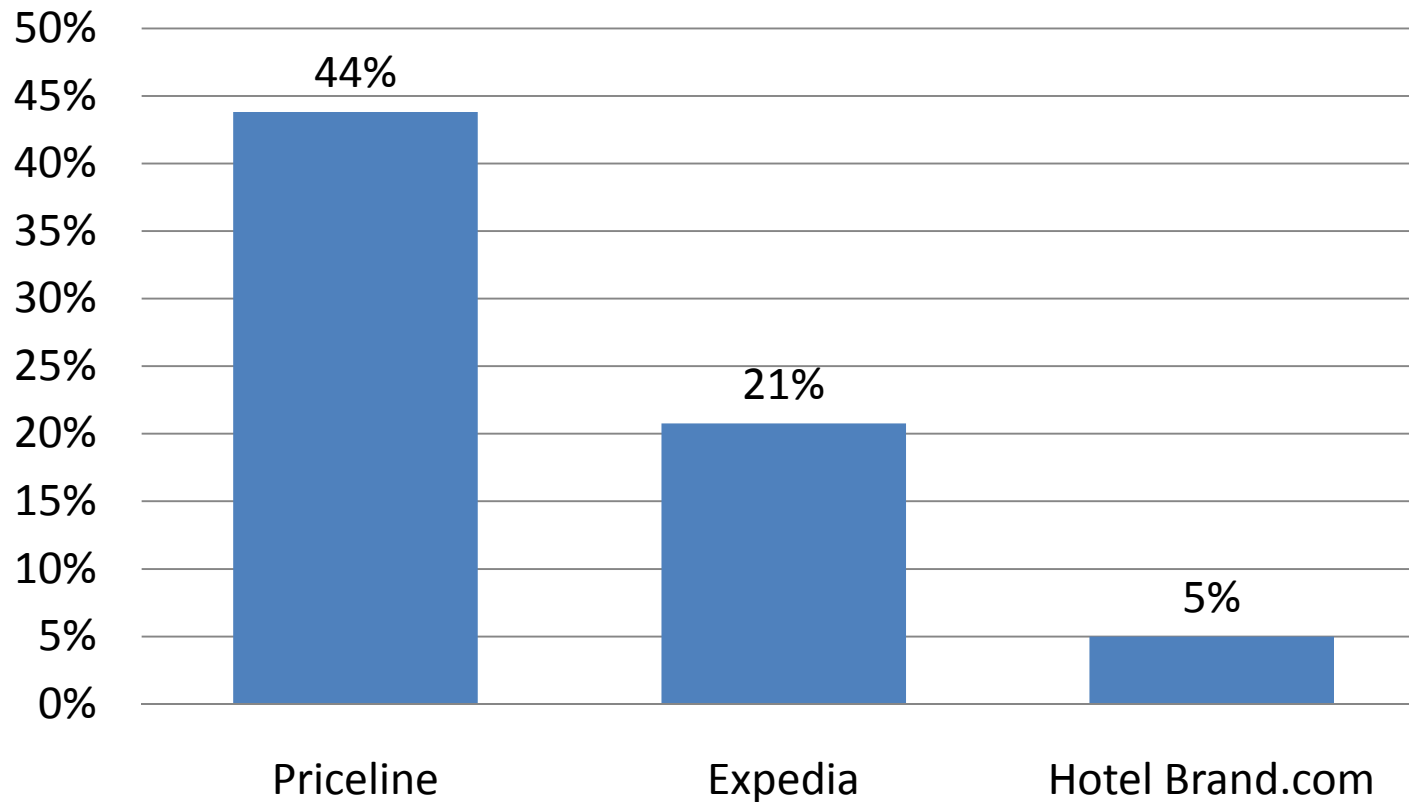
Online Travel Agencies
= Declining Margins



OTAs are growing faster than direct online market

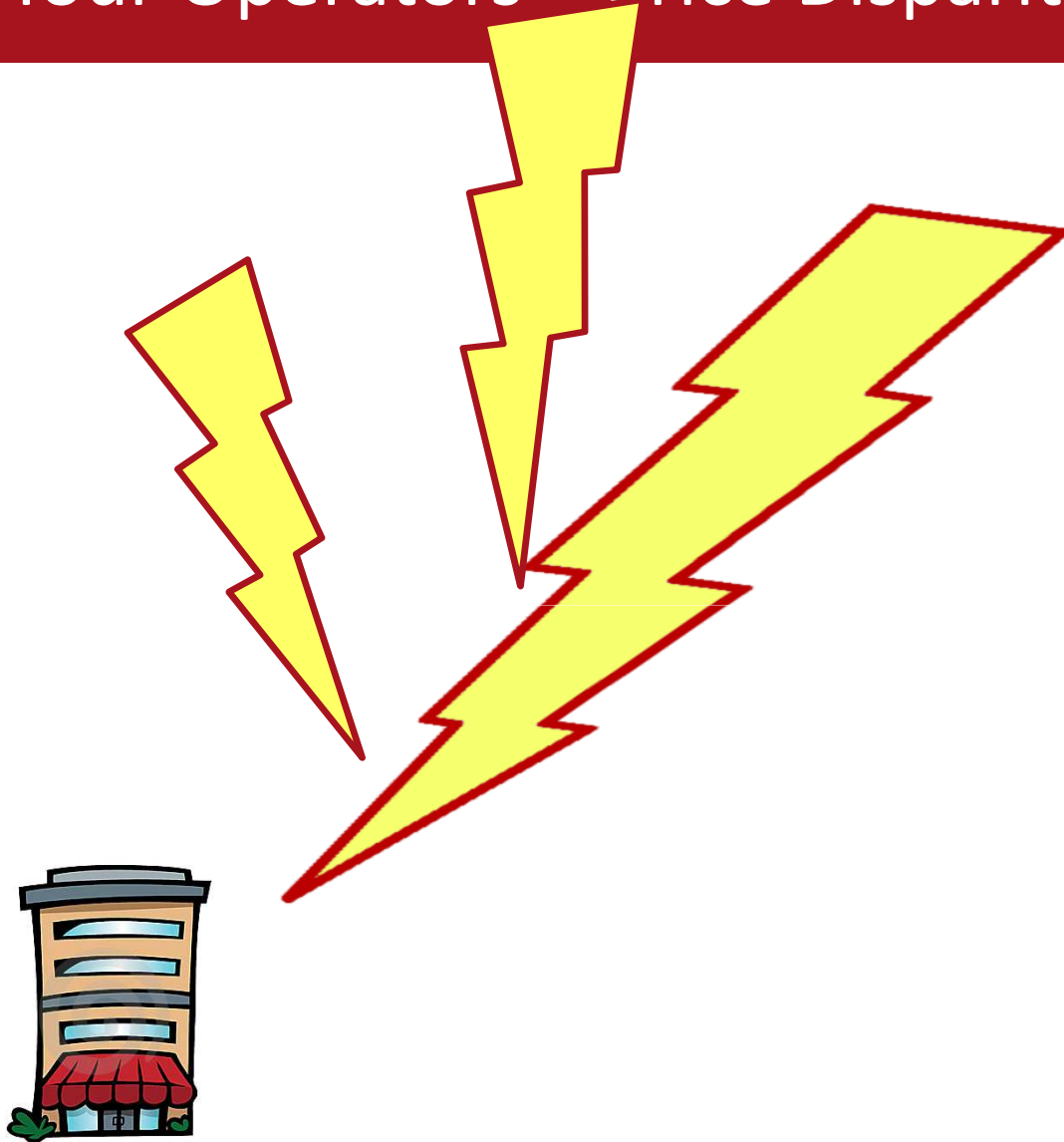
For Hoteliers: Declining Margins

Revenue Growth 2011 vs 2010



Sources : Piper Jaffray TMT Europe Report, Annual Reports

Threat N° 3: Online Tour Operators = Price Disparity



Online Tour Operators = Price Disparity

trivago Europe's top hotel price comparison site

Home > Europe > United Kingdom > Scotland > Glasgow

Aparthotel
Fraser Suites Glasgow

81 out of 100 points based on 833 reviews
No. 34 out of 321 hotels in Glasgow

Overview Compare prices Reviews Photos Descriptions

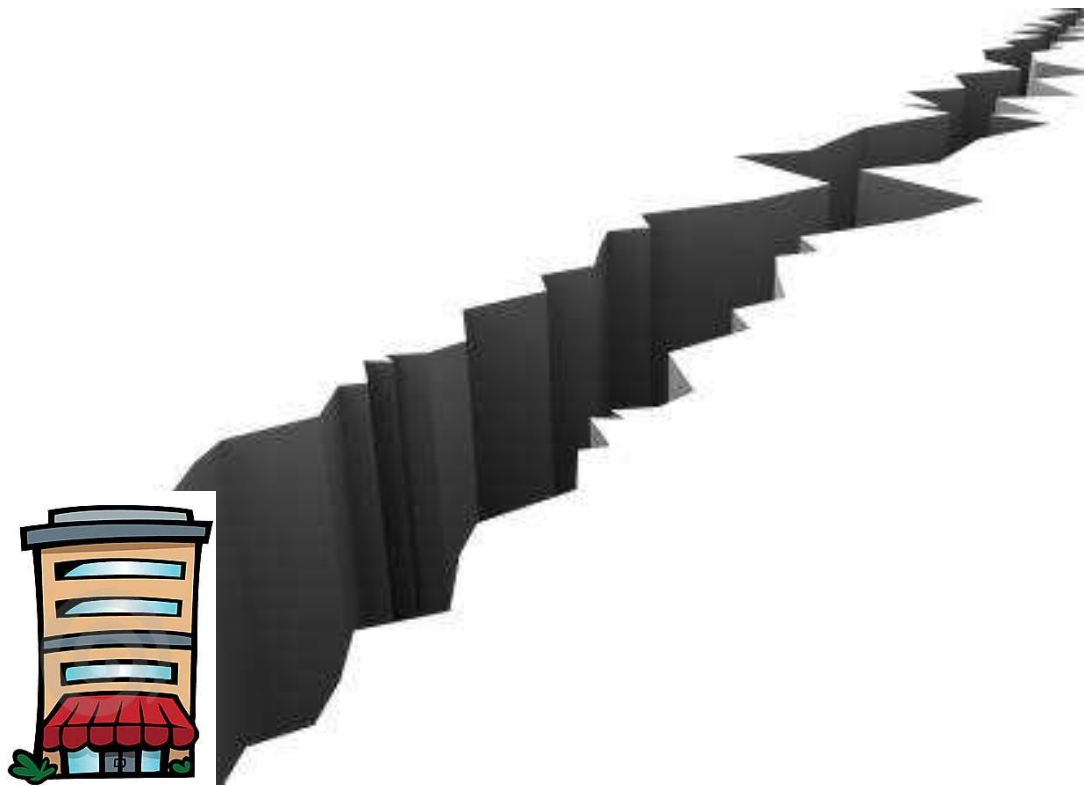
Provider	Room Type	Price	Action
glorels.com	Room Only	£133	View Deal
onhotels	Apartment One-Bedroom	£135	View Deal
HOTELOPIA	Apartment One-Bedroom - Room Only	£136	View Deal
otel.com	Apartment One-bedroom Room Only	£136	View Deal
tripsta	Apartment One-Bedroom - Room Only	£144	View Deal
HOTELOPIA	Apartment One-bedroomapartment One-Bedroom - Continental Breakfast	£151	View Deal
BOOKING.COM online hotel reservations	One-Bedroom Apartment	£165	View Deal

Your current search
Hotel Glasgow
Sa 12.11.2011 - Su 13.11.2011, Double Room
69 out of 321 available hotels

back to search results

Hotel	Price
Hotel Mint Glasgow	£97
Hotel Radisson Blu Glasgow	£142
Hotel Du Vin at One	£185
Aparthotel	£133

Threat N°4: Google Travel = New Booking Paths



Google Maps/Google Hotel Finder: uncharted territory

The image shows a composite screenshot of Google Maps and the Google Hotel Finder experiment. On the left, Google Maps displays search results for "Luxury Hotels near Glasgow, UK". The main part of the image is the "Google hotel finder experiment" interface. It shows a search for "Glasgow, United Kingdom" with a map of Glasgow. The search results are displayed in a table format:

Results	Hotel class	User rating	Price per night	Compared to typical
Blythswood Square Hotel Blythswood Square is a Scottish luxury 5 Star spa hotel in the G	5 stars	★★★★★	\$172	3% less
Add to shortlist				
<p>From the owner Blythswood Square is a Scottish luxury 5 Star spa hotel in the Glasgow city centre. The hotel contains 88 luxury bedrooms, suites and beauty spa. The hotel is also a</p> <p>Reviews by Google users ★★★★★ We loved it here - such a great atmosphere for dinn ★★★★★ fabulous in the old RAC building - need a sugar dad All reviews Been here? Write a review!</p> <p>Address: 11 Blythswood Square, Glasgow G2 4AD, United Kingdom Tel: 0141 208 2458 townhousecompany.com</p>				
Marks Hotel Marks Hotel is a luxury 103 room boutique hotel, located in the he	4 stars	★★★★★	\$96	8% less

A red circle highlights a comparison table for the Blythswood Square Hotel, showing prices from different providers:

Provider	Price
Venere.com	\$172
Booking.com	\$172
townhousecompany.com	\$172

Turn these threats to the independent hotel's advantage

Protect the hotel brand, increase visibility and maximize direct bookings for greater profits



A single click...

Protect the hotel brand, increase visibility and maximize direct bookings for greater profits




The Levin  

28 Basil Street | Knightsbridge, London SW3 1AS, England

 [Hotel website](#)  [E-mail hotel](#)  +44(0)2075896296

Check Rates and Availability

Show Prices 

[Hotel Photos](#) Splendia.com Collection-Hotels
[Map this Hotel](#) HRS.com Hotels.com
[Hotel Amenities](#) Voyages-sncf.com Expedia.fr
[Virtual Tour](#)

A single click....

- A **direct link** from worldwide partner websites

The screenshot shows the TripAdvisor page for Hotel Negresco in Nice. The page includes the TripAdvisor logo, a search bar, and a navigation menu. The main content area displays the hotel's name, a 5-star rating, and a list of partner websites for booking. The 'Hotel Negresco' option is selected and circled in red.

Hi, Deborah | Le
TripAdvisor is using

City, hotel na

Home Nice Hotels Flights Vacation Rentals Restaurants Things to Do Your Frie

Home > Europe > France > Provence > French Riviera - Cote d'Azur > Nice > Nice Hotels > Hotel Negresco

Hotel Negresco

37 Promenade des Anglais, 06000 Nice, France [Hotel amenities](#)

Ranked #41 of 216 hotels in Nice

209 Reviews

Show the lowest price for this hotel*

Check In: 12/12/2011 Check Out: 12/13/2011 Adults: 2

Show Prices

- Booking.com
- Hotels.com
- HotelTravel.com
- Expedia.fr
- Hotel Negresco
- voyages-snef.com
- Venere.com
- hotel.info

*from our partners

See professional photos

See traveler photos (118)

A single click....

The screenshot shows a Google search for "4 star hotels in Pattaya Chon Buri Thailand". The main listing is for the Hard Rock Hotel, located at The Beach Garden Resort Pattaya, 225 Moo 9, Pattaya Beach Road Soi 5, Pattaya, Chon Buri 20260, Thailand. The phone number is +66 38 428 755, and the website is hardrockhotels.net. The hotel has 3 reviews and a "Your rating" of five stars. Below the listing is a "Book now" section with a calendar showing a stay from Sun November 20 to Mon November 21, with a price of \$61. A price comparison table is visible, with the Hard Rock Hotel entry circled in red. The table lists prices from Agoda, Expedia.com, and Hotels.com, all at \$85. To the right of the main listing is a map and a sidebar with various advertisements.

Hard Rock
The Beach Garden Resort Pattaya, 225 Moo 9, Pattaya Beach Road Soi 5, Pattaya, Chon Buri 20260, Thailand
+66 38 428 755
hardrockhotels.net
Directions Search nearby more ▼

Category: Hotel
3 reviews Your rating: ★★★★★

Book now:
Check-in: Sun November 20 Check-out: Mon November 21 Book: \$61

Provider	Price
Hard Rock Hotel ...	\$61
Agoda	\$85
Expedia.com	\$85
Hotels.com	\$85


Photos & Videos: Includes panoramas of the hotel building and a sign.

Advertisements on the right:
25 Hotels in Llandudno
Meet thai girls
Marry Thailand Women
Compare Hotel Prices


Users interact on the hotel web site, with the hotel brand

- Direct access to the **hotel website booking process** = higher levels of conversion
- **3 clicks to purchase**
- It's the **hotel website url**, not a 3rd party
- Internet users can **click on images or other links** to navigate on the hotel website

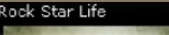
The screenshot displays the Hard Rock Hotel Pattaya website's booking interface. At the top, there is a navigation menu with links for Home, Location, Contact Us, Encore, Stage Pass, and Hard Rock Hotels & Casinos. Below this is a secondary menu with categories: ACCOMMODATIONS, DINING & NIGHTLIFE, AMENITIES, ENTERTAINMENT, MEETINGS & EVENTS, and MEDIA ROOM. The main header features the Hard Rock Hotel Pattaya logo, a '3 AVAILABLE ROOMS' indicator, and options for Currency (USD - US Dollar) and Language (English). A large banner image shows the hotel's interior. Below the banner, the arrival date is set to Sunday, November 20, 2011, for 1 night and 2 adults. The main content area is divided into sections for dining and accommodations. The 'Tom Yum Tini' section includes an image of a drink, a promotional message 'A Rockin' good deal for Thai Residents', and a table of available rooms with prices and 'Book' buttons. The 'Rock Basic' section includes an image of a guitar, a 'Best Available Rate!' message, and another table of available rooms with prices and 'Book' buttons. A third section for 'Rock Star Life' is partially visible at the bottom.

Tom Yum Tini	A Rockin' good deal for Thai Residents [More info]	Available rooms	Price of first night	Reservation
		Deluxe City View Room	220-USD -56% 100 USD	Book
		Deluxe Sea View Room	245-USD -54% 114 USD	Book

[General terms and conditions](#)

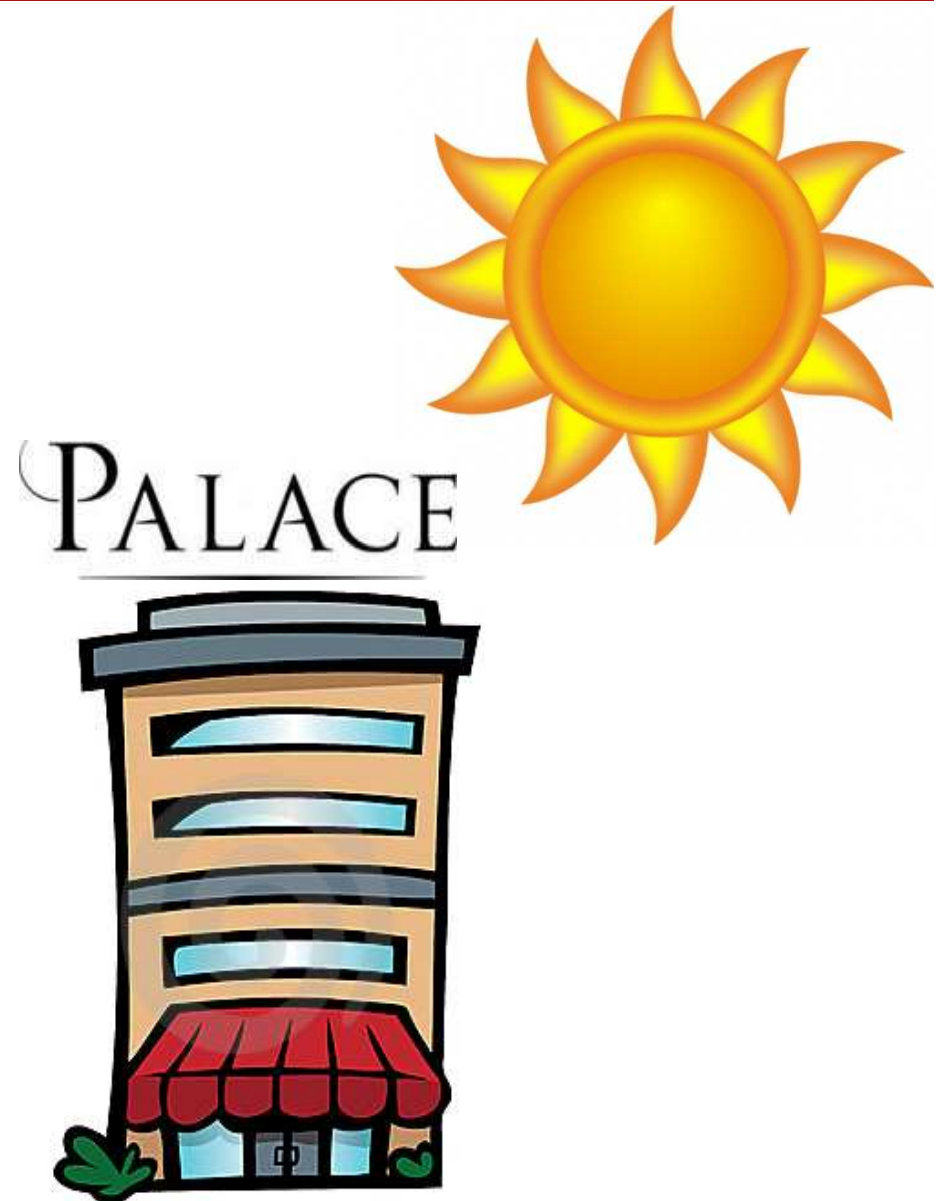
Rock Basic	Best Available Rate! [More info]	Available rooms	Price of first night	Reservation
		Deluxe City View Room	220-USD -63% 85 USD	Book
		Deluxe Sea View Room	245-USD -61% 95 USD	Book

[General terms and conditions](#)

Rock Star Life	Revamped Premium	Available rooms	Price of first night	Reservation
		King Club City View	299-USD -50% 151 USD	Book

Increased website visibility with higher conversions

- **Direct access to a global audience with high purchasing power**
- **Incremental reservations thanks to high potential partnerships**
 - 100+ million unique qualified visitors per month
- **Program selected partners**
 - The most widely used price comparison websites, travel guides, review websites and travel agent sites



What Sets FastBooking Apart?

We put the hotel **website** at the heart of the hotel's online strategy.

The strength of our **technology** reinforces the hotel's online **marketing campaigns**.

Our **performance-based** business model contributes directly to the hotel's **online success**.

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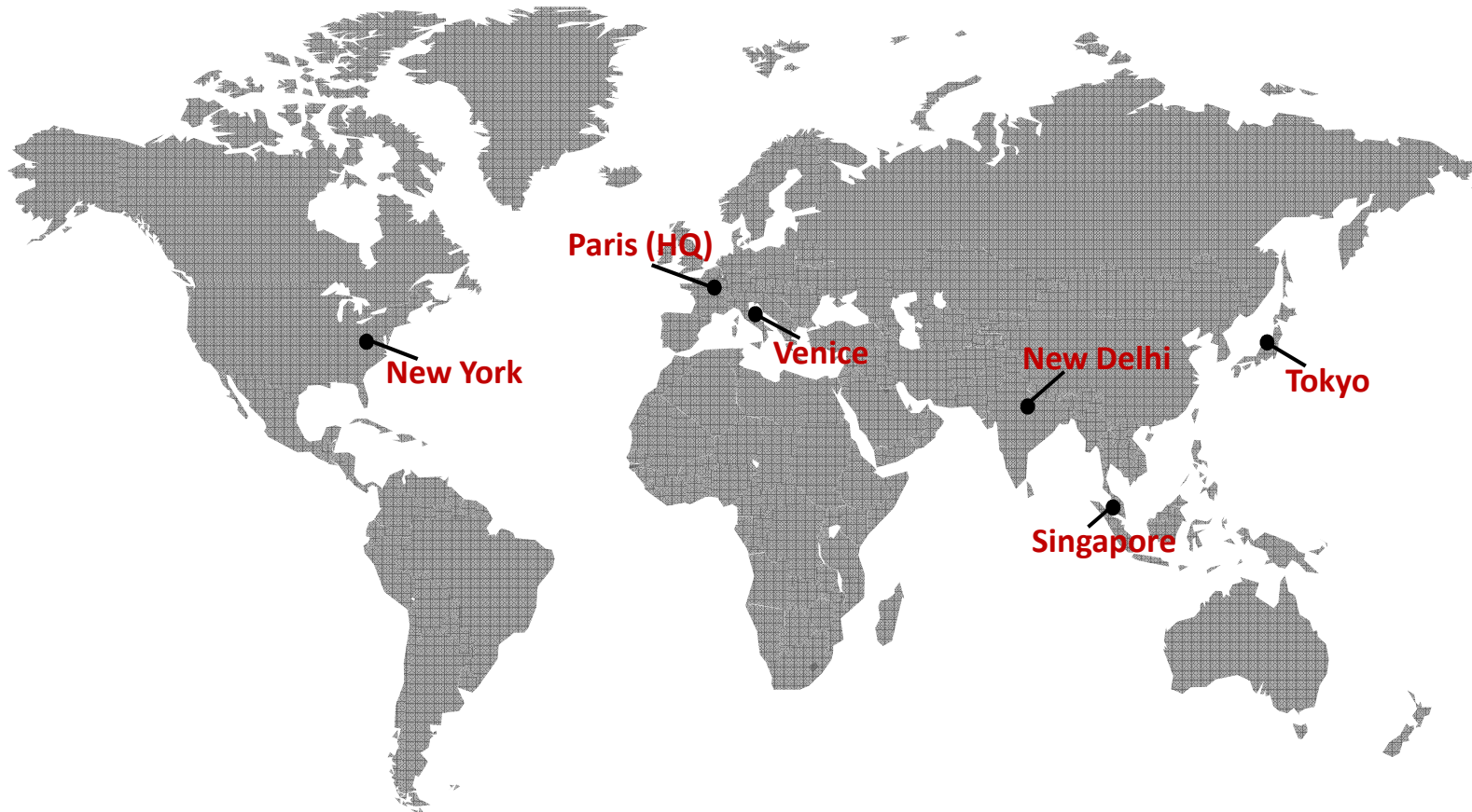
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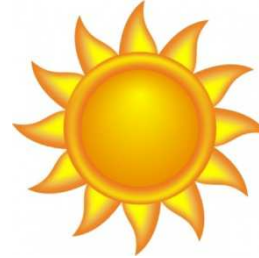
N° 4 in the World

4,000,000 room nights

200 employees

450 € million sales





PALACE



THANK YOU