

FASTBOOKING AND OTA INSIGHT FORM EXCLUSIVE PARTNERSHIP IN ASIA TO HELP HOTELIERS GENERATE MAXIMUM REVENUE

Solution providing business intelligence and data management technology to increase hotel's occupancy and to ensure price competitiveness.

22 JULY 2016, SINGAPORE – FASTBOOKING has signed an exclusive partnership for Asia to distribute technology platform for UK-based company OTA Insight.

OTA Insight is a software application service provider that has developed a platform to provide hotels tools to capitalise promptly on market trends and competitors' movements. These tools are:

- **Rate Intelligence:** Live Rate Shopping Tool that is flexible, real-time and simple to use.
- **Rate Parity:** Live Pricing Summary Report ensuring hotels align with their distribution strategy at any time.
- **Demand Forecast** Easily track Local Market Demand Forecast and accurately anticipate future room sales.
- **Holiday and Event Tracker:** Be alerted and plan for future events with the dynamic event calendar.
- **Ranking and Review Analytics:** Monitor page positioning and review scores versus your competitors, across key OTAs and Meta Sites.

"OTA Insight has helped hotels highlight competitive intelligence effectively and create smarter revenue and distribution strategies. With accurate and actionable insights provided, we have seen hotels increase revenue by 6% while driving ADR and occupancy growth in very competitive markets," said Gino Engels, Chief Commercial Officer for OTA Insight.

With OTA Insight's tools, hoteliers can improve forecast accuracy and RevPAR, monitor competition efficiently, view all information at a glance within one dashboard and take effective action.

"In this highly competitive landscape, hotels are required to stay on top of its game with reliable information that can be obtained efficiently and accurately. FASTBOOKING is committed to providing a turn-key solution to hotels to meet their needs so as to optimise their revenue management strategy," said Pierre-Charles Grob, Managing Director for FASTBOOKING Asia.

Through this exclusive partnership, FASTBOOKING offers its hotel clients in Asia a solution to stay competitive and substantially grow their business with increased occupancy and at the same time maintain price competitiveness.

"OTA Insight is a vital technology for hotels to unlock the relevant market trends and to monitor competitors' movements which can be viewed at a glance and in real time. We are pleased to have found a partner that has developed a robust platform as technology continues to play a significant role for hotels' revenue management team," Grob added.

FASTBOOKING

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“OTA Insight is very excited to be working directly with FASTBOOKING Asia as the company has a strong track record of implementing solution platforms to assist hotels in optimising revenue and for hotels to take control of their distribution. We believe that our platform not only complements FASTBOOKING solutions, it would also benefit the hotels significantly,” added Engels for OTA Insight.

For more information on OTA Insight, please contact FASTBOOKING local offices.

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About FASTBOOKING

FASTBOOKING offers leading edge e-commerce solutions for hotels to boost their direct sales strategy. Our solutions based on a cutting-edge cloud platform and our proven expertise in digital marketing enable hotels to boost brand visibility and promote online sales through online and mobile channels. Our local experts offer daily support to hoteliers, in more than 90 countries, to help them leverage our solutions and retain their independence.

Founded in 2000, FASTBOOKING is now part of AccorHotels group, as the specialist for digital solutions dedicated to independent hotels.

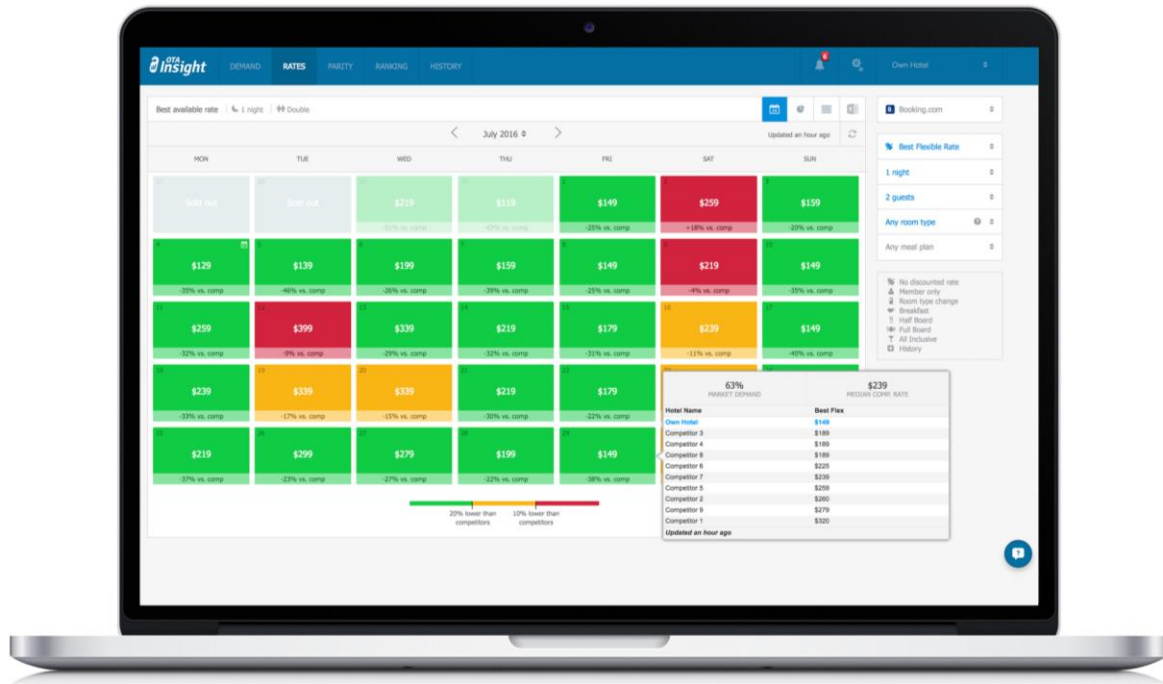
About OTA Insight

OTA Insight (www.otainsight.com) delivers innovative, easy-to-use, cloud-based revenue management solutions to Hotels, Resorts, Apartments, Hostels and Accommodation businesses globally.

OTA Insight provides the missing link to managing a successful revenue strategy- with an intuitive dashboard platform to help maximise accommodation revenue and drive profit. Through its suite of tools built on the latest business intelligence and data technologies, OTA Insight helps businesses drive occupancy and ensure they are always priced competitively.

OTA Insight has a team of international experts based across Europe, US and Asia Pacific supporting over 3,500 clients in 93 countries. For more information, visit <http://www.otainsight.com>

Image 1:



Caption: Rate Intelligence - Live Rate Shopping Tool that is flexible, real-time and simple to use. Monitor peak seasons, identify and anticipate market trends in real-time with a dynamic dashboard adjustable across room types, the length of stay and rate types. Additionally, automated reports can be scheduled across the next 365 days.

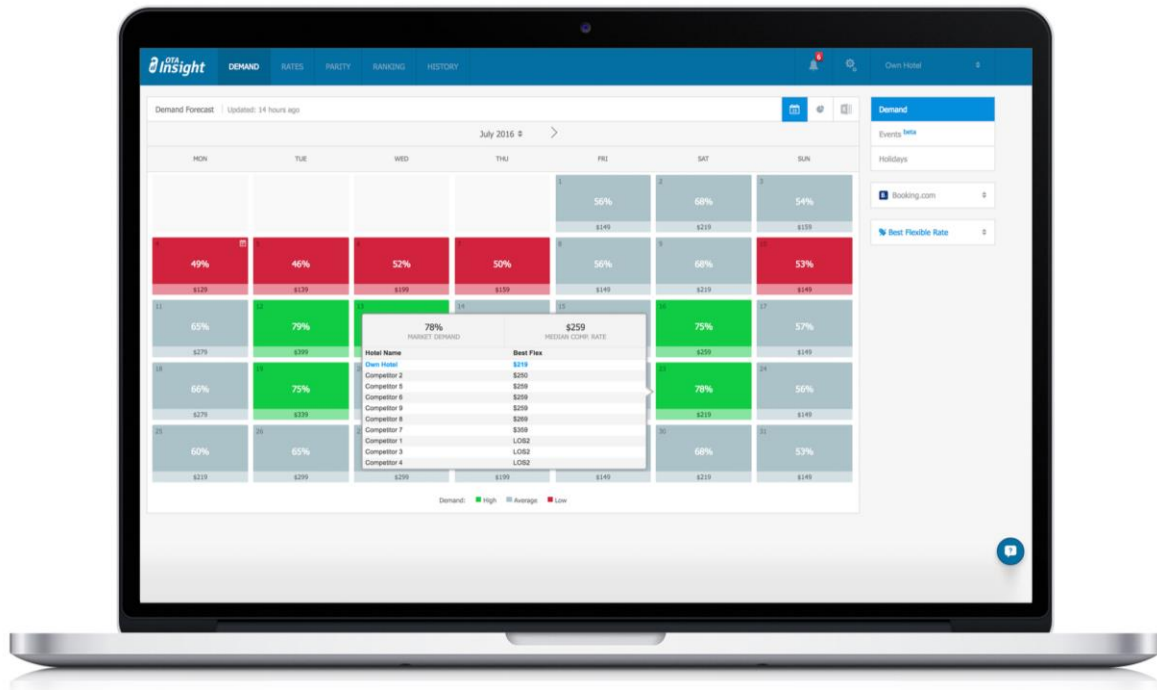
Image 2:

The screenshot shows a laptop displaying a 'Rate Parity - Live Pricing Summary Report' on the 'insight' platform. The report is organized into columns for different Online Travel Agents (OTAs) and Global Distribution Systems (GDS). The columns include Brand.com, Booking.com, Expedia, Agoda, GDS, Chip, and Redburn. Each row represents a specific date and room type, with the corresponding rates listed for each channel. A tooltip is visible over one of the rates, showing 'Room type: Standard King Bedroom with Bath' and 'Refundable: Yes'. The interface also includes a search bar at the top, a 'Filter' button, and a 'Double' button on the right side.

Date	Brand.com	Booking.com	Expedia	Agoda	GDS	Chip	Redburn
Fri 02/07	\$24,400	\$24,380	\$24,380	\$24,400	\$24,380	\$24,380	\$24,380
Sat 03/07	\$21,800	\$21,800	\$21,800	\$21,800	\$21,800	\$21,700	\$21,800
Sun 04/07	\$22,000	\$22,170	\$22,170	\$22,000	\$22,170	\$22,100	\$22,170
Mon 05/07	\$20,800	\$20,960	\$20,960	\$20,800	\$20,960	\$20,800	\$20,960
Tue 06/07	\$20,000	\$20,220	\$20,220	\$20,000	\$20,220	\$20,100	\$20,220
Wed 08/07	\$21,800	\$20,200	\$20,200	\$21,800	\$21,800	\$21,700	\$20,200
Thu 09/07	\$20,500	\$20,100	\$20,100	\$20,500	\$20,100	\$20,000	\$20,100
Fri 10/07	\$20,400	\$20,200	\$20,200	\$20,400	\$20,200	\$20,200	\$20,200
Sat 11/07	\$20,800	\$20,200	\$20,200	\$20,800	\$20,200	\$20,200	\$20,200
Sun 12/07	\$20,800	\$20,960	\$20,960	\$20,800	\$20,960	\$20,800	\$20,960
Mon 13/07	\$20,800	\$20,960	\$20,960	\$20,800	\$20,960	\$20,800	\$20,960
Tue 14/07	\$20,800	\$20,960	\$20,960	\$20,800	\$20,960	\$20,800	\$20,960
Wed 15/07	\$20,800	\$20,960	\$20,960	\$20,800	\$20,960	\$20,800	\$20,960
Thu 16/07	\$20,200	\$20,600	\$20,600	\$20,200	\$20,600	\$20,600	\$20,600
Fri 17/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Sat 18/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Sun 19/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Mon 20/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Tue 21/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Wed 22/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Thu 23/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Fri 24/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Sat 25/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Sun 26/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600
Mon 27/07	\$20,800	\$20,600	\$20,600	\$20,800	\$20,600	\$20,600	\$20,600

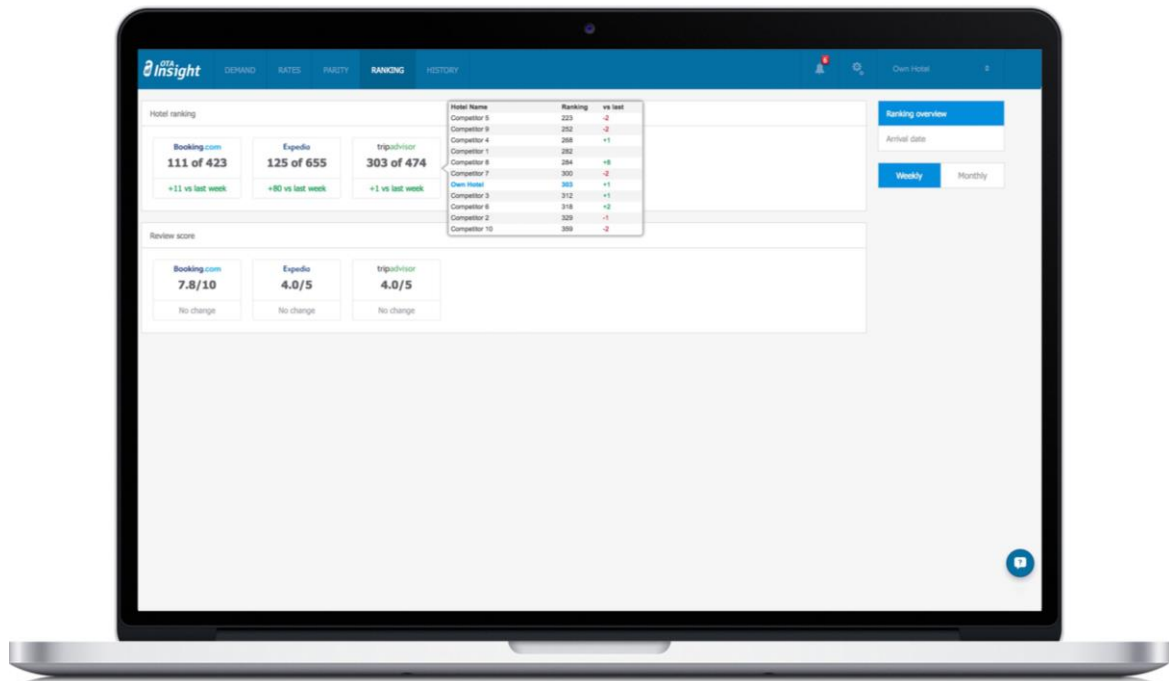
Caption: Rate Parity - Live Pricing Summary Report across key Online Travel Agents (OTAs), Brand.com, Global Distribution System (GDS) and Meta Sites such as Trip Advisor, Trivago and HotelsCombined. This report ensures that hotels are aligned with their distribution strategy at any time.

Image 3:



Caption: Demand Tracker - Easily track Local Market Demand Forecast and accurately anticipate future room sales

Image 4:



Caption: Ranking and Review Analytics - Monitor page positioning and review scores versus your competitors, across key OTAs and Meta Sites.