

PRESS RELEASE

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www.fastbooking.com



**Adagio Aparthotel renews its trust in FASTBOOKING
and its Rate Checker**

Adagio Aparthotel, Europe's leading serviced apartment chain, renews its trust in FASTBOOKING, specialist in e-commerce for hotels, and in the technology of Rate Checker, its market analysis tool. This confirms the presence of the French company in the residential and hotel chains sector.

A joint venture between the groups Accor and Pierre & Vacances Center-Parcs, Adagio Aparthotel is the **leading European brand** with a network of 100 aparthotels and 10,000 apartments worldwide.

Equipped with Accor technology, Adagio Aparthotel has used the **expertise of Rate Checker** from FASTBOOKING since 2012 for its market analysis and revenue management strategy. Today the European leader confirms its trust in this collaboration for its development in order to achieve its **target of 150 aparthotels and 19,000 apartments by 2016.**

The Rate Checker for FASTBOOKING is a competitive benchmarking tool which allows hotels to follow market trends in order to adapt their rates and increase their profitability. Entirely cloud-based with an open connectivity, FASTBOOKING Rate Checker provides hoteliers with regular reporting (best price on a specific day and on a given site, the channels used by competitors and the nature of their products, changes in the market average, positioning of the hotel in the market, etc.) for **optimised productivity and reactivity.**

*"Sophisticated and specific pricing and revenue management is the key to the success of the 'aparthotels' business model, particularly since this is a market where pricing structure is extremely complex. It is essential for Adagio Aparthotel to be at the forefront of pricing management tools. **FASTBOOKING Rate Checker provides a comprehensive, centralised and customised monitoring system, whatever the length of stay, type of apartment or channel.** This tool also allows our hotel managers to easily access all these prices "* adds Karim MALAK, Distribution Manager, Adagio Aparthotel Revenue Management & Pricing.

*"The renewed trust of Adagio Aparthotel in FASTBOOKING demonstrates our ability to adapt to our customers' needs, particularly when it comes to large chains. We are pleased to be working alongside Adagio Aparthotels, to help them **increase their turnover and margin with the use of our precision revenue management tool .** "* says Jean-Gérard GALVEZ, CEO of FASTBOOKING.

About Adagio Aparthotel

www.adagio-city.com

No. 1 in Europe, Adagio Aparthotel provide modern appartments right in the heart of the city, with fully-equipped kitchens and hotel services for long stays and sliding-scale rates from four nights.

A joint venture in 2007 between Accor and Pierre & Vacances Center Parcs, the brand offers two product lines: Adagio, mid-range aparthotels, with a contemporary decor, located in the heart of major cities; Adagio access, economy range, functional aparthotels, near to the city centre.

The network has 100 aparthotels and 10,000 apartments worldwide, and aims to own 150 aparthotels and 19,000 apartments by 2016.

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FASTBOOKING offers leading edge products and services to hotels willing to develop a direct sales strategy.

In an optimal support, FASTBOOKING offers tailor-made strategies in order to maximize performances and improve independence.

FASTBOOKING employs 200 people worldwide (8 offices: Paris, New-York, Venice, New-Delhi, Singapore, Beijing, Bangkok and Tokyo) who, each day, serve its 8000 clients.