

PRESS RELEASE

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FASTBOOKING, international specialist in hotel e-commerce, announces its partnership with Ctrip, the Chinese online travel and hospitality leader.



FASTBOOKING, international specialist in hotel e-commerce, announces its partnership with Ctrip, the Chinese online travel and hospitality leader. This strategic integration gives FASTBOOKING's partner hotels access to the rapidly growing Chinese tourist market, through their FASTBOOKING Channel Manager.

In 2013, an AT Kearney report* estimated that the hotel market in China is among the most important markets - if not the biggest of all - for international players. This trend continues, with the online sales market expected to reach tomorrow 48 billion dollars for the Chinese travel industry in the coming years. Due to the new partnership with Ctrip, this is a significant opportunity that the 8,000 hotels equipped with FASTBOOKING technology can now seize.

"We share FASTBOOKING's values of innovation and service, and the Channel Manager is a digital distribution tool that perfectly meets the needs of the sector. This connectivity will allow us to connect all FASTBOOKING's partner hotels worldwide with 250 million users registered to our platform. This is great news for all of us", says Mrs. Sun Maohua, Ctrip Executive Vice President & CEO of Hotel Business Unit.

In November 2014, the number of Chinese tourists traveling abroad reached 100 million, marking a turning-point within the travel industry. Over the past year, the number is estimated to grow to 109 million, an increase of 11% compared to 2013. **

*"The number of Chinese tourists traveling abroad will exceed 500 million within the next 5 years***," says Pierre-Charles Grob, FASTBOOKING's Asia Managing Director. "That's when more than a third of the Chinese population will travel worldwide each year. Our strategic partnership with Ctrip allows us to offer our customers an immediate interaction with this exponentially growing market, and I look forward to that. "*

"With more than 200 channels and a success rate of 99%, FASTBOOKING's Channel Manager is a leading commercial tool for Connectivity with Ctrip - up to 500,000 bookings / day - and will, without any doubt, be a valuable source of additional income for our customers", adds Pierre-Charles Grob.

* [AT Kearney](#)
 ** [Travel China Guide](#)
 *** [Business Asia One](#)

***About Ctrip.com International, Ltd:** Ctrip.com International, Ltd is a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours, and corporate travel management in China. The company aggregates hotel and flight information to enable business and leisure travelers to make informed and cost-effective bookings. Ctrip also helps customers book vacation packages and guided tours. In addition, Ctrip corporate travel management services help corporate clients effectively manage their travel requirements. Since its inception in 1999, Ctrip has experienced substantial growth and become one of the best-known travel brands in China.*

***About FASTBOOKING:** 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.*

Top 20 Outbound Destinations by Travel Agencies in First Three Quarters of 2014

Destinations	Number of Chinese Mainland Tourists
Hong Kong	5,370,884
South Korea	3,546,921
Thailand	2,884,539
Taiwan	2,671,350
Macau	2,434,431
Japan	1,394,203
Singapore	990,159
Malaysia	677,836
Indonesia	646,048
France	619,294
United States	553,846
Italy	497,453
Vietnam	440,683
Switzerland	436,771
Australia	413,333
Germany	397,611
Russia	354,065
United Kingdom	239,967
New Zealand	222,566
Philippines	218,010

Source: Travel China Guide