

**PRESS RELEASE**

**FASTBOOKING solidifies position in Thailand with Centara renewal**

*Solutions focused at improving direct distribution; local support team for Thai market*

**14 March 2016, SINGAPORE** – Centara Hotels and Resorts has signed a multi-year renewal with FASTBOOKING as its partner for worldwide reservation, distribution and digital marketing services.

These services include its Internet Booking Engine Attraction, GDS connectivity, Search Engine Marketing, Payment Gateway connectivity and the new generation channel management tool, FASTBOOKING Distribution Manager.

The hotel group, with 42 operated hotels spread over Thailand, South-east Asia, Maldives and soon Middle East and the Caribbean, has been using FASTBOOKING solutions since 2004.

“We have been working many years with FASTBOOKING as our technology partner, and we are confident its solutions will continue to take us through our next phase of growth. As an independent hotel chain, we need a partner who can help us navigate the online market and at the same time develop our direct reservations business. FASTBOOKING has been able to do that for us effectively, which is why we are continuing our partnership,” said Chris Bailey, Chief Operating Officer of Centara Hotels and Resorts.

Thailand is a key market for FASTBOOKING. Along with Indonesia, Hong Kong and Japan, it is one of the markets on which FASTBOOKING is focusing its expansion plans in Asia Pacific.

“Many hotels in Thailand have come to depend heavily on online travel agents that charge them hefty commission fees. We are here in the market to help them develop more direct business, reduce their dependence on third party distributors, and find a healthy balance in their distribution mix. That is ultimately what will help them drive up their profits,” said Pierre-Charles Grob, Managing Director of FASTBOOKING in Asia.

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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 owned by AccorHotels group, as the specialist for digital solutions dedicated to independent hotels.

**About Centara Hotels and Resorts**

Centara Hotels & Resorts is Thailand’s leading hotel group, with 45 deluxe and first-class properties across Thailand, as well as 21 hotels and resorts in the Maldives, Vietnam, Bali, Sri Lanka, Qatar, Laos, Oman, Turkey and China. Centara also operates 30 branches of Spa Cenvaree, an award-winning spa brand, together with 6 branches of the value brand ‘Cense by Spa Cenvaree’. The company’s Kids’ Clubs are available at all their family-friendly resorts. Centara also operates three state-of-the-art convention centres in Bangkok, as well as two in northeastern Thailand.