

## **PRESS RELEASE**

Paris, 04/10/2016

### **Eric Peyrard appointed FASTBOOKING's Managing Director for France and Northern Europe**

FASTBOOKING has chosen Eric Peyrard to develop its market in France and Northern Europe.



Manager of sales development teams in the digital solutions industry for 20 years, Eric is now aiming to establish FASTBOOKING as a leader in hotel reservations solutions in France and Northern Europe.

*"In a changing environment affected by sluggish website traffic, an increase in fees and the appearance of new competitors, the hotel industry must be able to count on technological excellence in supplying new solutions to reduce dependence and improve profitability. Thanks to the support of its industrial shareholder, FASTBOOKING is ideally situated to respond to technological challenges and give its clients more time to practice their hospitality skills,"* says Eric Peyrard.

*"Eric will direct and accelerate FASTBOOKING's development in France and Northern Europe. He will be working with a new sales team covering all of Europe and offering products and services that have been entirely redesigned over the past few months - including a new generation channel management tool, revenue generating solutions and the launch of a Masterclass training program - at very competitive prices,"* adds Guillaume de Marcillac, FASTBOOKING Co-CEO.

Eric knows perfectly well the stakes that independent hotels and hotel groups face and for 5 years developed and internationalized a hotel-software startup company. He also understands high tech, having held operational positions with large software and technological publishers, such as IBM and Oracle. These two areas of expertise together with his innate pragmatism and strong managerial experience, acquired partly at GE, are proven assets that provide Eric with a clear vision about the way hotels can leverage on technology for their sales and marketing development as well as to enhance their independence.

### 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.