

**Contact:**

Nancy Hill, TravelCLICK  
+847.969.0822  
nhill@travelclick.net

FOR IMMEDIATE RELEASE

## **Country Club Lima Hotel Selects TravelCLICK as Electronic Distribution Partner**

CHICAGO (June 11, 2004) – Richard Gray, chairman and co-CEO of TravelCLICK, announced today that the 75-room luxury Country Club Lima Hotel has implemented TravelCLICK's iHotelier booking engine for its Website reservations and GDS connectivity. The Country Club Hotel will be using TravelCLICK's technology platform to manage its own distribution activities across all electronic channels. Concurrent with their decision to take control of their electronic distribution process, the property discontinued its representation firm arrangement with Leading Small Hotels of the World, effective March 31, 2004.

TravelCLICK enabling technology, including the patent-pending OneScreen Web booking engine user interface, customized Web-based CRS, GDS connectivity, online voice reservation management, Internet marketing, and dynamic packaging (allowing consumers to customize their own packages), provides all the tools necessary for the property to manage their electronic distribution process on their own, without the need for a traditional representation firm.

According to Luis Gomez, General Manager of the Country Club Lima Hotel, "We are very impressed with TravelCLICK's ability to provide us the tools we need to manage all aspects of our electronic distribution strategy ourselves: marketing information, targeted e-marketing executions, leading-edge enabling technology, and very importantly, local service and support in our market. The OneScreen web booking engine is especially valuable to us, both for the corporate traveler and leisure traveler, and because of its group functionality, it also enables us to provide booking functionality for groups, which represent a good share of our business."

"By combining consumer interactivity with extensive management tools, the iHotelier booking engine enables hotels to maximize their profits from electronic distribution on the GDS and the Web," said Ray Cohen, president and co-CEO of TravelCLICK. "For a hotel such as the Country Club Lima Hotel, these capabilities are fundamental to being a market leader and preferred choice in today's intensely competitive electronic marketplace. We are very pleased to be working with a hotel of the stature and sophistication of the Country Club Lima Hotel."

### **About Country Club Lima Hotel**

Built in 1927 and considered a National Monument, located in the most distinguished residential district of Lima, this unique and luxuriously recently refurbished hotel is a well-known landmark for its traditional elegance and fine cuisine. To enhance the 75 graceful rooms and suites, they exhibit, on a permanent basis and throughout the hotel, original masterpieces of Colonial artwork of the famous Museo de Osma museum. Complementing all of this, guests have access to Lima's most traditional and exclusive private club, the Lima Golf Club, just across from the main entrance.



## About TravelCLICK

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profit from electronic distribution channels. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information unavailable through any other source. The company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents, consumers, and group meeting planners when they are booking travel. The company's portfolio of e-commerce solutions enables hotels to better execute strategies that increase business into their own Web sites.

Established in 1996 and headquartered in the Chicago area, TravelCLICK operates in more than 140 countries around the world. The company has over 7,500 clients, including national and international companies such as Accor, Air France, Avis, Best Western International, British Airways, Carlson Hotels Worldwide, Caesar Park Hotels, Choice Hotels, The Dorchester, Fairmont Hotels & Resorts, Four Seasons Hotels & Resorts, The Greenbriar, Hilton Hotels Corporation, Hyatt Hotels & Resorts, Kempinski Hotels & Resorts, Loews Hotels, Lufthansa, Marriott Hotels & Resorts, The New York Palace, NH Hotels, Orient Express Hotels, The Peninsula Group, The Ritz-Carlton Hotel Company, SAS, The Savoy Group, Shangri-La Hotels, Sol Melia, Starwood Hotels & Resorts, Thistle Hotels, USAirways, Virgin Atlantic and Wyndham Hotels & Resorts.

# # #