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FOR IMMEDIATE RELEASE

## The Dorchester Selects TravelCLICK as Electronic Distribution Partner

CHICAGO (June 22, 2004) - Richard W. Gray, chairman and co-CEO of TravelCLICK, announced today that the 250-room luxury hotel, The Dorchester in London, has selected TravelCLICK's iHotelier booking engine for its Web site connectivity. The Dorchester will be using TravelCLICK's technology platform to manage its own distribution activities through its local Internet channels.

TravelCLICK's 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. In addition, the new TravelCLICK functionality enables both corporate accounts and meeting attendees to make hotel reservations into their blocks directly through the property's Web site.

According to Nigel Badminton, resident manager of The Dorchester, "We are very impressed with TravelCLICK's ability to provide us the tools we need to manage all aspects of our local Internet 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 consumer-friendly OneScreen web booking engine is especially valuable to us, both for the corporate and leisure traveler."

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

### **About The Dorchester**

The Dorchester opened its doors for the first time on April 18th, 1931. A Gala Luncheon was held to mark the occasion with a guest list from the cream of society.

The Dorchester was the creation of Sir Malcolm McAlpine and Sir Frances Towle, chairman of Gordon Hotels, who had shared a vision of what would make the 'perfect hotel'. It would have to be ultramodern and ultra-efficient, with every convenience modern technology could supply, from telephones in every room to draught-proof windows and soundproofed walls.

In 1988 The Dorchester closed for two years. The Dorchester reopened in November 1990, sparkling, refreshed, with superb new facilities including the Oriental Restaurant,



the Boardroom Suite and the luxurious new Dorchester Spa. Within a week, loyal guests had reclaimed their favourite tables in the Grill Room. A further ten million pounds was invested in upgrading the hotel in 2003, with a refurbishment of all the rooms and the addition of state of the art technology in all the bedrooms, serviced by a team of E-Butlers. At the same time, the hotel underwent a rebranding exercise and launched a new website.

The superb standards of service, comfort and modernity experienced when The Dorchester first opened its doors are back.

### **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.

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