



Contact:  
Nancy Hill, TravelCLICK  
+ 847.969.0822  
nhill@travelclick.net

FOR IMMEDIATE RELEASE

## **JM Hoteles Selects TravelCLICK as Electronic Distribution Partner**

CHICAGO (July 6, 2004) — Richard W. Gray, chairman and co-CEO of TravelCLICK, announced today that the three JM Hoteles properties in Spain have implemented TravelCLICK's iHotelier booking engine for their Website reservations and GDS connectivity. JM Hoteles include Marina Palace Hotel in Santa Pola (Alicante), Puerto Rosario in Fuerteventura and Jardín de la Reina in Sevilla.

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, without the need for a traditional representation firm.

According to José Manuel Herrero, general manager of JM Hoteles, "TravelCLICK's tools allow our three hotels to act as a virtually-unified sales and marketing entity even though there are three separate sales offices and management responsibilities. We are impressed with TravelCLICK's ability to help us manage all aspects of our electronic distribution strategy ourselves: marketing information, targeted e-marketing executions, leading-edge enabling technology, and most importantly, local service and support in our market. The OneScreen web booking engine is especially valuable to us, especially because its group functionality let's us present all three hotels to meeting planners."

"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 group such as JM Hoteles, these capabilities are fundamental to being a player in today's intensely competitive electronic marketplace."

### **About JM Hoteles**

The Spanish JM Hoteles chain is owned by the Torrecasa real-estate group and was created with the intention of filling gaps the company felt existed in strategic tourist destinations and locations in Spain. The members of the group include: Marina Palace Hotel in Santa Pola (Alicante), Puerto Rosario in Fuerteventura, Jardín de la Reina in Sevilla, and the Marina Apartments in Benidorm.



### **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, JM Hoteles, 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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