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FOR IMMEDIATE RELEASE

## Accor North America Hotels Selects TravelCLICK's ChannelManager

CHICAGO (April 13, 2005) – Ray Cohen, President and co-CEO of TravelCLICK, the leading provider of solutions that help hotels maximize profits from electronic distribution channels, announced today that Accor Hotels has selected ChannelManager as the online third-party distribution management tool for 16 of its North American properties.

ChannelManager provides hoteliers with a single web-based platform from which to manage rates and inventory across multiple third-party Internet sites around the world. Its PricePoint Manager feature allows hoteliers to easily achieve rate parity as well as increase net rates from Internet distribution. ChannelManager's unique Allocation Optimizer feature, on the other hand, allows hoteliers to automatically replenish inventory on merchant sites on the basis of user-defined rules. These rules protect hoteliers from booking denials and maximize revenues by allocating additional inventory to the higher net rate sites. Sites supported by ChannelManager include Expedia, Hotels.com, Travelocity, Orbitz, LastMinute.com, Lodging.com, Quikbook and many others.

"ChannelManager will allow Accor North America hotels to work with a greater number of online distributors and achieve rate parity among them," said Scott Wiseman, Vice President of Marketing for Accor North America. "With ChannelManager, it is as easy to work with 10 sites as it is to work with two sites. Our hotels will use ChannelManager to not only become more effective in managing their extranet sites, but also to gain the time needed for focusing more energy on maximizing revenue."

The powerful effect of ChannelManager's integration with other revenue optimization tools provided by TravelCLICK positions subscribers ahead of their competition. When used with RateVIEW, TravelCLICK's rate-shopping tool, hoteliers can immediately assess competitors' reactions to pricing

updates. When used in conjunction with iHotelier, TravelCLICK's CRS, hoteliers can manage third-party sites along with the GDS, the Pegasus ODD database and their own website from one control interface.

"The integration of our data and revenue/channel management product sets provides TravelCLICK's clients with a competitive edge that is unmatched in the marketplace," said Cohen. "Our clients are given all the tools necessary to maximize their profitability through electronic channels."

#### **About Accor North America**

Headquartered in Carrollton, Texas, Accor North America operates more than 1,200 upscale and economy properties including nationwide economy leaders Red Roof Inn, Studio 6 and Motel 6 and the upscale Sofitel and mid-scale Novotel and Ibis hotel locations in the U.S., Canada and Mexico. For more information, visit [www.accor-na.com](http://www.accor-na.com).

#### **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 profits from electronic distribution channels. The company's iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information, and the company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 8,000 customers in more than 140 countries around the world.

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