



**TravelCLICK**

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FOR IMMEDIATE RELEASE

## **TravelCLICK Highlights New Competitive Intelligence Product at HITEC in Los Angeles**

Chicago (June 21, 2004) - TravelCLICK, Inc. will feature the newest addition to its Hotelligence portfolio, FuturePACE, along with the iHotelier central reservations system and its ChannelManager solution at the 2005 Hospitality Industry Technology Exposition and Conference (HITEC) in Los Angeles, June 21-23.

The unprecedented FuturePACE reporting tool provides forward-looking booking data from the GDS channel. Weekly reports identify future booking trends for a hotel and its local competitive set, highlighting opportunities to increase market share and revenues. With FuturePACE, hoteliers can see their market position in time to impact future performance.

"FuturePACE paves the way for more effective revenue management," said Scott Farrell, Vice President and Product Manager of Booking Data Products for TravelCLICK. "Its visibility into future market demand allows hoteliers to become more proactive in the development of sales and marketing strategies."

Also on display at HITEC will be TravelCLICK's iHotelier CRS and ChannelManager. iHotelier provides next-generation seamless GDS connectivity, a website booking engine and voice reservations. OneScreen, iHotelier's state-of-the-art booking engine, offers the most advanced dynamic packaging capability available in the hospitality industry as well as group reservations and advanced email marketing capabilities.

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ChannelManager, TravelCLICK's Internet distribution management tool, allows hoteliers to manage rates and inventory across multiple third-party Internet sites from a single web-based platform. Its powerful features give hoteliers the ability to easily achieve rate parity and generate incremental revenues from Internet distribution.

"We are dedicated to providing hoteliers with all the tools necessary to be successful in electronic channels. Our goal is to offer solutions that ultimately provide significant productivity savings," said Bob Post, President and CEO of TravelCLICK. "Our products offer considerable time-savings and provide our customers with unrivaled capabilities and value."

### **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 and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive intelligence provides hotels with price and booking performance information. TravelCLICK's exclusive electronic marketing networks allow hotels to target promotional messages to 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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