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FOR IMMEDIATE RELEASE

## TravelCLICK Distribution Management Solution Supports Multiple Pricing Layers Across Major Distribution Models

*ChannelManager facilitates hotel best practices for updating travel site pricing and achieving rate parity across channels*

CHICAGO (December 5, 2005) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that its enhanced ChannelManager platform supports hoteliers need to manage multiple layers of pricing without limitations by distribution structure. In response to our customer’s needs, ChannelManager now easily accommodates multiple distribution models, including merchant sites, retail sites and traditional wholesalers, and provides flexibility for the user when choosing which sites to update and which sites to hold in parity.

“ChannelManager gives hoteliers the power to exercise control over their distribution strategy and work with a greater number of travel websites with less limitations,” said Jan Tissera, President of TravelCLICK International. “With ChannelManager’s dynamic platform, updates are faster and the chances of losing price integrity by forgetting to update individual sites or making data entry errors are eliminated.”

ChannelManager has been redesigned with the hotelier in mind, with a single web-based platform for managing rates and inventory across multiple third-party Internet sites around the world. The intuitive user interface, accessed on TravelCLICK’s password-protected client extranet, provides dynamic parity grouping that is defined by the user and can be constructed in an instant. Parity updates to pricing are made through a calendar with the ability to “quick fill” dates, allowing grouped sites can be

updated quickly and effectively regardless of the site distribution source. ChannelManager supports most of the major travel sites worldwide.

“TravelCLICK is leveraging its experience in this market – we first launched our distribution management solution over eighteen months ago,” said Scott Farrell, Vice President of Product Management at TravelCLICK. “Since the beginning, we have been working closely with users to assess their needs and enhance the product so that it reflects the way hoteliers do business.”

The enhanced ChannelManager product is one of the key TravelCLICK solutions being integrated with mission critical third-party systems, such as revenue management. ChannelManager is also a lynch pin product around which TravelCLICK’s total solution integration efforts are focused, including its integration with TravelCLICK’s central reservation system, iHotelier.

#### **About TravelCLICK**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of hotel business process management (BPM) solutions that drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions including reservations and distribution management, market intelligence-based decision support, and marketing services. Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 12,000 customers in more than 140 countries around the world.

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