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## Shutters on the Beach and Hotel Casa del Mar Select TravelCLICK's iHotelier CRS for Enhanced Website Booking Solution

*Cutting-Edge Booking Engine Complements Website Branding, Increases Online Revenue and Enhances the Guest Experience for Luxury Independent Hotels*

CHICAGO (February 14, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Shutters on the Beach and Hotel Casa del Mar—two of Santa Monica's premier beachfront properties—have implemented the TravelCLICK iHotelier Central Reservations System (CRS) for website reservations. Shutters on the Beach and Hotel Casa del Mar, two elite hotels attracting sophisticated business and leisure travelers alike, are bringing convenience and more information to the consumer so they can book the stay with more knowledge and ease.

Located on the sands of Santa Monica Bay in California, both hotels offer comfortable elegance and world-class service. The properties sought a website booking solution that seamlessly integrated with redesigned websites and portrayed the essence of the guest experience. The intuitive design of iHotelier's OneScreen booking engine enables both hotels to feature guest rooms with rich room photography and captivating descriptions. With just one click, inventory and rates display in real time, all on one screen, creating a fully interactive shopping environment for guests.

"To meet the increasing needs of our busy clients and the challenges of ever-changing technologies, we spent a year researching design innovations and developing new services and amenities," said Armella Stepan, Vice President of Strategic Development at the hotels. "A key part of our search was finding a website booking solution that fit our new, ultra-luxury image and ultimately drives more bookings. iHotelier is not only compelling to our guests; it is easy to manipulate on the back end and



makes executing our business strategy a breeze.”

“Shutters on the Beach and Hotel Casa del Mar have long been regarded as industry innovators. We are pleased to partner with such strong independent hotels to provide a distribution solution that will secure revenue growth and build brand identity,” said Scott Farrell, Senior Vice President of Product Management at TravelCLICK. “With TravelCLICK, they have selected a partner that understands how to provide hotels the power to drive highly profitable revenue.”

Shutters on the Beach and Hotel Casa del Mar will work with TravelCLICK’s marketing services specialists to execute complete electronic marketing strategies. They will complete the final phase of implementation of the iHotelier OneScreen later this year, which includes new photography for all room types, meeting rooms and common areas.

#### **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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