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FOR IMMEDIATE RELEASE

## The Ritz London Selects TravelCLICK iHotelier as Its Central Reservations System

*Website Booking Revenues Up 44%*

CHICAGO (March 14, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The Ritz London has selected TravelCLICK's iHotelier as its Central Reservations System (CRS). iHotelier will power the hotel's distribution, including its brand website, and enhance the online booking experience for its distinguished guests worldwide.

A legendary 133-room luxury hotel celebrating its 100<sup>th</sup> Anniversary this month, The Ritz London is world-renown for its attention to detail and personal service. To move from its previous online reservation system, The Ritz wanted to drive an even greater number of bookings through its high performing web site. The hotel selected iHotelier for its high conversion rate of online shoppers, its ability to present the property's style using rich media, and its flexible packaging—a convenient function to promote the hotel's large number of 100<sup>th</sup> anniversary promotions.

"Our website has historically driven substantial revenue for our property," said Ruth Jones, Director of Sales and Marketing at the Ritz London. "But with iHotelier, our website generated over 44% more revenue last month compared to the previous year using a different booking engine. For the same time period, we were also able to realize the true value of our property with a 140% increase in ADR for room nights booked using iHotelier."

The Ritz London implemented iHotelier CRS, including the OneScreen booking engine, to drive Internet reservations on the hotel's website. Performance-rich FLASH enables OneScreen to present the hotel

through a single, dynamic booking screen. With just one click, inventory and rates are displayed in real time, creating a fully interactive shopping environment for international shoppers. The comprehensive graphics capabilities, seamless GDS connectivity, email marketing tools, multilingual call center support and dynamic packaging capabilities drive demand and enable The Ritz London to deliver a magical and memorable experience to its guests.

As part of its integrated distribution strategy, The Ritz London also uses TravelCLICK's market intelligence solutions, including Hotelligence and FuturePACE, to evaluate rate and occupancy of key competitors and to drive its rate strategy.

"Commitment from a hotel as prestigious as The Ritz London reinforces iHotelier's position as the choice booking engine for luxury hotels," said Jan Tissera, President of TravelCLICK International. "Known for its impeccable standards of excellence, the hotel has the potential to drive substantially greater traffic levels through all channels. Thanks to its integrated strategy of intelligence plus technology, The Ritz London can expect to grow its bookings and at the same time, advance its tradition of excellence in customer service."

In addition to The Ritz London, The Ritz Paris has been utilizing the iHotelier OneScreen for Internet reservations for nearly a year.

### **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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