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FOR IMMEDIATE RELEASE

## TravelCLICK iHotelier Selected by CHIP Hospitality for Central Reservation System Solution

*Trendsetting management company moves to iHotelier for integrated distribution  
solution to increase online bookings*

CHICAGO (April 18, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that CHIP Hospitality, a leading Canadian hotel and resort management company, will implement the TravelCLICK iHotelier Central Reservation System (CRS) for website and GDS reservations, online advertising, as well as the call center interface at their self-managed reservations center.

Focusing on mid-market to upscale, full-service and extended stay hotels, CHIP Hospitality's portfolio includes over 30 properties in cities across Canada. The group looks forward to iHotelier's system stability and reliability to increase hotel bookings. With an integrated solution from TravelCLICK, CHIP will use the high-performance iHotelier CRS featuring the OneScreen web booking engine and GDS connectivity. To generate additional demand for the chain, CHIP will launch online advertising including targeted messages on TravelCLICK's exclusive travel agent network across all four GDS.

"We see real value in the total solution approach that TravelCLICK offers," said Robert Pratt, Senior Vice President, Operations for CHIP Hospitality. "TravelCLICK will not only provide reliable technology that is easy for our guests to use but will also provide a full range of marketing options that help drive business to our properties. The power of these solutions working together will enable us to be more competitive."

With the goal of increased traffic to individual properties, CHIP Hospitality is eager to implement the iHotelier area search function on the group's corporate website ([www.greatcanadianhotels.com](http://www.greatcanadianhotels.com)) and enable guests to find a hotel based on location, dates of stay, amenities, price and/or corporate and promotional codes. Guests ultimately book their reservation through the OneScreen online booking engine.

"CHIP Hospitality will benefit from superior technology and our proven best practices for driving hotel revenue," said Scott Farrell, Senior Vice President of Product Management at TravelCLICK.

“Whether its property merchandising on their corporate website or driving bookings through a variety of online channels, TravelCLICK puts the full distribution picture into focus so CHIP can accelerate their growth and track the performance of each property.”

In addition to powering CHIP Hospitality’s corporate website and distributing rates and inventory on the GDS, the group plans to leverage the iHotelier call center interface at their central reservation office. This interface allows agents to book directly in the CRS, keeping inventory up-to-date at all times.

### **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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