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## The House of Blues Hotel Turns to TravelCLICK iHotelier CRS for Fast Implementation and Impressive Results

*Boutique Chicago Hotel Drives New Business Through GDS and Award-Winning Online Booking Engine*

CHICAGO (May 25, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that the House of Blues Hotel selected TravelCLICK's iHotelier Central Reservation System (CRS) for its GDS connectivity and online booking engine. iHotelier's award-winning booking engine was implemented in record time and the hotel started driving Internet and GDS reservations immediately.

Previously branded by a major American hotel group, the House of Blues Hotel made a change in distribution strategy and found itself without an online reservations solution. Since House of Blues guests are heavy online bookers, the hotel could not consider being down for a lengthy migration. They needed a solution that could integrate quickly with their existing website and start driving online business immediately.

"We needed a robust website booking solution -- quick," said Jim Myers, Hotel Manager of the House of Blues Hotel. "TravelCLICK not only won us over with their innovative OneScreen web booking technology and strategies for driving demand to our website, their implementation team wowed us with their fast and efficient implementation. Our booking engine went live and we were up on the GDS within a week, taking reservations and generating incremental revenue."

As part of its integrated distribution strategy, the House of Blues Hotel will also use TravelCLICK's market intelligence solutions, including Hotelligence and FuturePACE, to evaluate rate and occupancy of key competitors and to drive its rate strategy.

"House of Blues Hotel felt confident in our technology. But the real test was implementation of their rates and inventory in the GDS and bringing the web booking engine live within days," said Scott Farrell, Senior Vice President of Product Management at TravelCLICK. "Our service delivery team pushed the process to the limit and together with the cooperation of our distribution partners, we had the hotel booking business the same week."

### **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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