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FOR IMMEDIATE RELEASE

## Hampshire Hospitality & Leisure Selects TravelCLICK for Web Booking Engine and GDS Connectivity

CHICAGO (May 30, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Hampshire Hospitality & Leisure, a hotel company with forty-eight properties throughout Belgium, France, Germany, the Netherlands and the Netherlands Antilles, selected TravelCLICK's iHotelier central reservation system (CRS) to drive the company's total distribution strategy including website reservations and GDS connectivity. The hotel company strives to increase online demand by promoting its more than 200 package vacations to international travelers.

A multi-country hotel company, Hampshire Hospitality & Leisure required an integrated distribution platform. The complete iHotelier solution allows the company to control all distribution channels – including web and GDS – from one web-based interface. On its website, [www.hampshire-hotels.com](http://www.hampshire-hotels.com), Hampshire Hospitality & Leisure sought a solution that enabled visitors to search for hotels based on destination. Using iHotelier's area search functionality, guests can search for hotels by region, hotel name or package preference. Consumers can easily compare search results side by side, displaying all the necessary information to make an educated decision. With iHotelier's intuitive, award-winning booking engine, guests experience an interactive shopping experience where with just one click, inventory and rates display in real time, all on a single screen. Next generation seamless connectivity to the GDS increases the visibility of its properties to a network of over 778,000 travel agents worldwide.

"iHotelier gives us the power to customize and market a large range of packages based on guest needs," said Mrs. Janneke Nijenhuis, Commercial Director of Hampshire Hospitality & Leisure. "This not only

makes our site more dynamic and customer-friendly, but it increases guest satisfaction and loyalty while driving more online revenue. TravelCLICK's European-based service delivery team understands our needs and has helped us implement industry best practices both online and on the GDS."

"iHotelier's sophisticated area search function was a perfect match for Hampshire Hospitality & Leisure requirement," said Jan Tissera, President of TravelCLICK International. "With hotels spanning six countries, Hampshire can focus their marketing dollars on driving business to one brand website, and let the guest determine which property best meets their needs through an engaging, easy-to-use booking interface."

### **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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