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The Kahala Hotel and Resort Seeks the Power of an Integrated Distribution Solution from TravelCLICK

Legendary hideaway island resort selects iHotelier to drive greater web conversion

CHICAGO (June 1, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The Kahala Hotel and Resort in Honolulu, Hawaii, has selected the iHotelier central reservation system (CRS) featuring its award-winning web booking engine to maximize online reservations. As part of a total distribution solution, the property also utilizes TravelCLICK's market intelligence solutions to facilitate strategic pricing and inventory decisions driving the resort's overall distribution plan.

A luxurious oceanfront property, The Kahala Hotel and Resort (www.kahalaresort.com) transitioned from its previous brand flag in favor of developing and controlling its own brand identity. An integrated solution plus consultative expertise from TravelCLICK allows the property more flexibility to drive higher levels of profitability across all electronic distribution channels. The intuitive booking engine gives the resort the power to portray its unique stay experience while improving conversion and up sell opportunities on its website. As a result, The Kahala Hotel and Resort can creatively merchandize the property's packages, beach views, and other amenities and services. The multiple language capability was also essential to appeal to their many international guests.

"Due to a very quick transition from brand to independent hotel, our implementation was demanding," said John Blanco, Managing Director at The Kahala Hotel and Resort. "TravelCLICK's team approach

enabled us to quickly implement many of iHotelier's marketing capabilities that are helping convert more guest online. A real value to our team -- our local TravelCLICK representative and implementation manager have been critical in recommending strategies and best practices to increase our website bookings. Since implementation, website production has exceeded our expectations significantly."

To complement its distribution efforts, The Kahala Hotel and Resort relies on TravelCLICK's competitive reporting tools as a key part of its planning. The market intelligence tools are used together to provide a holistic view of the competitive environment and to drive the resort's pricing and revenue management strategy. The true power of this integrated solution is derived from the use of TravelCLICK technology and intelligence tools, together with the distribution and marketing expertise of TravelCLICK field consultants, to maximize online bookings.

"The Kahala Hotel and Resort is an innovator in hotel branding," said Scott Farrell, Senior Vice President of TravelCLICK. "We provided them with a synergistic solution combining technology and market intelligence that enabled them to drop the brand flag and emerge as a strong, well-defined independent hotel that now controls its own distribution and marketing strategy, and drives incremental profitability as a result."

About TravelCLICK

TravelCLICK (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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