

Contact:  
Katrina Pruitt-Andrews  
+1-410-257-9154  
kpandrews@travelclick.net

FOR IMMEDIATE RELEASE

## The West Paces Hotel Group Selects TravelCLICK's Integrated Distribution Solution Featuring iHotelier Central Reservation System

CHICAGO (June 7, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The West Paces Hotel Group, a renowned international hotel and resort management company, will implement an integrated TravelCLICK distribution solution to drive increased revenue across its various brands. TravelCLICK's iHotelier Central Reservation System (CRS) will act as the distribution hub for website and GDS reservations, while market intelligence and marketing solutions provide decision support and demand growth for seven managed properties and three Solís brand hotels.

The West Paces Hotel group owns and manages ultra-luxury and luxury properties, as well as a select group of independent hotels. The company plans to expand the Solís and Capella brands using iHotelier's award-winning OneScreen booking engine to drive online revenue through its website. To complete their distribution strategy, hotels will target the key travel agent channel using TravelCLICK's next-generation seamless connectivity to the four major GDS and its Internet distribution. West Paces is also implementing targeted travel agent media to optimize conversion rates and increase overall GDS channel bookings.

"Our premier hotels and resorts are differentiated by unprecedented levels of customer service," said Robert A. Warman, Executive Vice President and Chief Operating Officer of The West Paces Hotel Group. "Our strategy is to use TravelCLICK's powerful solutions to differentiate ourselves in the online market. In particular, the booking engine provides a unique online booking experience that allows our guests to customize their stay while at the same time driving incremental revenue online."

Performance-rich FLASH enables the web booking engine to show The West Paces Hotel Group's luxury properties through a single, dynamic booking screen. With just one click, inventory and rates display in real time, creating a fully interactive shopping environment for guests. Comprehensive graphics capabilities, multi-language support, email marketing tools and dynamic packaging capabilities enhance the guest experience and promote the up selling of room types and amenities.

"TravelCLICK is pleased to partner with The West Paces Hotel Group to provide an integrated

distribution platform,” said Scott Farrell, Senior Vice President of Product Management at TravelCLICK. “Our combination of leading-edge technology and proven best practices will elevate these properties to the next level of bookings performance and enhance their online presence as a popular luxury brand, helping to drive incremental revenue across all properties.”

The group also plans to implement the iHotelier system at its Capella brand properties in the near future.

#### **About The West Paces Hotel Group**

The West Paces Hotel Group was founded by Horst Schulze, former president and COO of The Ritz-Carlton Hotel Company, along with several former Ritz-Carlton executives to create and operate branded hotels in several distinctive market segments. The principals of the company leverage unparalleled hospitality experience and a diverse track record of operating world-class hotels and resorts. The group’s mission is to create value through superior service and luxury, world-class properties and conference centers in gateway cities and high profile resort destinations around the world.

#### **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.

###