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TravelCLICK Announces Next-Generation Hotel Internet Advertising Capabilities

Interactive technology drives qualified demand, maximizing campaign performance through advanced keyword optimization with enhanced direct revenue tracking

MINNEAPOLIS, MN (June 19, 2006, HITEC Conference) – TravelCLICK, Inc., the leading provider of hotel business process management (BPM) solutions, today announced that it is implementing new paid search technology that continuously optimizes key word selection in Internet marketing campaigns for the hotel industry. With real-time management of key words that drive demand to a hotel web site, hotels can receive more, higher qualified traffic and generate greater revenue per campaign. The new solution is part of TravelCLICK's comprehensive initiative to generate greater, measurable hotel return on investment, with a strong level of control over spending, through its integrated portfolio of Internet marketing services.

With the enhanced paid search marketing capability, hotels now have state-of-the-art bid management technology and continuously updated keyword algorithms that optimize click-through rates and reduce overall cost-per-click. Customers receive trackable measurement of all on-line and off-line (call center reservation) activity generated directly from paid search campaigns.

A hotel industry first, the upgraded technology enables TravelCLICK's iHotelier central reservation system customers to automatically track direct campaign revenues. Enhanced tracking metrics gauge actual room revenue generated by paid Internet search marketing campaigns implemented by TravelCLICK.

"Paid Internet search marketing programs can generate significant results for hotels," said John R. Hach, Vice President and Product Manager of TravelCLICK eMarketing Solutions. "To date, the hotel industry's process for purchasing keywords and tracking results of actual room revenue has been rudimentary at best. With our new solution, hoteliers can cost-effectively maximize the amount of keywords best associated with their property—a 'best practice' providing more relevant search results that deliver greater value to both the Internet consumer and the advertiser."

This comprehensive reporting uses easy-to-read metrics that track performance and deliver continuous improvement for future campaigns.

The new capability is currently available for customers purchasing paid Internet search marketing that targets travelers originating from the United States.

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 more than 12,000 customers in 140 countries.

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