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## TravelCLICK Introduces Powerful New Rate Recommendation Tool, RateADVISOR

*Created in partnership with IDEaS, RateADVISOR is the industry's first rate recommendation tool within a rate shopping solution*

MINNEAPOLIS, MN (HITEC Conference, June 20, 2006)—TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, has introduced the newest addition to its market intelligence portfolio, RateADVISOR. Developed in collaboration with IDEaS, the leader in revenue management systems, RateADVISOR is a powerful rate recommendation tool designed for hotels that want to improve their manual pricing processes and increase profitability.

Incorporated within TravelCLICK's popular RateVIEW shopping solution, RateADVISOR provides hoteliers with the optimal rate of the day based on competitive market data and the latest revenue management technologies. It uses TravelCLICK's exclusive real-time market data from its Hotelligence and RateVIEW reports and processes it through the proven IDEaS algorithm that has been optimized for the TravelCLICK data.

"Pricing remains a critical element of the consumer buying decision. RateADVISOR helps hotels determine the right rate by day to maximize revenue," said Scott Farrell, Senior Vice President of Product Management at TravelCLICK. "It is designed to be used as part of a hotel's overall pricing process—providing quick, actionable recommendations focused on increased revenue."

With just one click, RateADVISOR recommends a range of optimal daily rates, based on hotel occupancy so that they can incorporate these recommendations into a hotel's overall revenue management strategy quickly and simply. It saves time for key hotel staff, reduces the impact of turnover and adds consistency to pricing processes.

"TravelCLICK was the only partner we could work with to bring this totally unique solution to market—because of their extensive intelligence solutions and experience with distribution strategy," said Joseph Martino, Senior Vice President at IDEaS. "RateADVISOR is an effective first step for hotels that want to maximize transient revenue and incorporate some science into their revenue management practices."

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RateADVISOR is being introduced this week at the Hospitality Industry Technology Exposition and Conference (HITEC) in Minneapolis, MN, along with the total TravelCLICK solution, including market intelligence, reservations and distribution management, and marketing services.

#### **About IDeaS**

IDeaS ([www.ideas.com](http://www.ideas.com)) is the leading provider of hospitality-focused pricing and revenue optimization solutions. Headquartered in Minneapolis, IDeaS maintains global technology, support, and sales office in North America, the United Kingdom, Europe, Australia, and Asia.

#### **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 more than 12,000 customers in 140 countries.

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