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## TravelCLICK Introduces iStay Booking Engine to Revolutionize How Hotel Guests Book Online

*iStay gives shoppers control of the shopping experience and provides superior merchandising that drives incremental revenue*

MINNEAPOLIS, MN (HITEC Conference, June 20, 2006)—TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, has introduced iStay, a revolutionary web booking engine that puts the guest in control of the online shopping experience. The next generation of TravelCLICK's award-winning booking engine, iStay revolutionizes the online booking experience with an enhanced user interface and superior property merchandising to drive higher conversion, increase revenue per stay, and enhance guest satisfaction.

iStay takes the interactive shopping environment one step further by integrating hotel packages and enhanced stay options on the same screen as room reservations. Featuring rich digital media content, iStay displays up to six large, compelling photographs per room type and has a platform to add floor plans and 360-degree room views plus videos. TravelCLICK's implementation of Flash technology provides a user-driven, integrated shopping and booking experience that does not require the shopper to wait for information to be updated from the CRS as they personalize their stay. Shoppers receive an instantaneous response as they interact with iStay, keeping them continuously engaged in the shopping experience, and more likely to complete the transaction and convert to guests.

"iStay will redefine the way hotels drive revenue through their websites," said Robert Post, President and CEO at TravelCLICK. "Capturing incremental revenue at the time of booking increases the emotional value of the stay for the guest and the economic value of the stay for the hotel. iStay evolves the web booking engine into a strategic business tool that does more than transact online reservations; it builds hotel mindshare and competitive advantage through compelling digital content-- and grows profits by maximizing revenue per stay."

iStay is part of TravelCLICK's comprehensive central reservation system, iHotelier. Along with web reservations, iHotelier offers next-generation connectivity to the GDS, call center services, and onward distribution to major travel sites.

iStay 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, distribution management, and marketing services.

**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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