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## Aqua Hotels and Resorts Selects TravelCLICK for Integrated Hotel Distribution and Marketing Solution

*Hawaiian resort management company implements aggressive brand initiatives with integrated reservations, online booking and electronic marketing strategy*

CHICAGO (July 25, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Aqua Hotels and Resorts in Waikiki, Hawaii, has selected the iHotelier central reservation system (CRS) featuring its award-winning web booking engine and GDS connectivity to drive bookings for six of its eight properties in Waikiki, Hawaii. To maximize the performance of its distribution strategy, the hotel group will implement an integrated Internet marketing program including online search marketing to drive traffic to the group's new website, also developed by TravelCLICK.

A leader in the condotel (combination "condominium" and "hotel") market in Waikiki, Aqua Hotels and Resorts ([www.aquaresorts.com](http://www.aquaresorts.com)) specializes in providing boutique accommodations with added hotel services tailored to guests' needs. An integrated solution from TravelCLICK allows the group more flexibility to drive higher levels of profitability across all electronic distribution channels. TravelCLICK's intuitive single screen booking engine, combined with a new website that adheres to all design best practices, gives the resorts the power to communicate the essence of the guest stay experience online while improving conversion and up sell. Enhanced merchandising features allow the hotels to offer package stays that can be customized by the guest to create their ideal vacation experience.

"TravelCLICK's integrated approach to distribution just makes sense – from effective Internet and GDS marketing that drives demand to our hotels to leading edge technology that converts lookers to bookers," said Elizabeth Churchill, Vice President of Marketing and Guest Services at Aqua Hotels and Resorts. "TravelCLICK is the single provider for everything we need to grow revenue and profitability across all of our properties."

“Aqua Hotels and Resorts has a strong product for the thriving Hawaii market,” said Scott Farrell, Senior Vice President of Product Management at TravelCLICK. “Our connected marketing approach is helping the group drive higher incremental revenue and realize its true market share potential.”

### **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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