

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

FOR IMMEDIATE RELEASE

## TravelCLICK Continues Global Expansion, Opens Regional Office in United Arab Emirates

*New Dubai Location Will Serve Growing Customer Base in Africa and the Middle East*

CHICAGO (Nov. 14, 2006) — TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that it has opened an office in Dubai in the United Arab Emirates (UAE) to provide enhanced service to its growing number of customers in Africa and the Middle East.

UAE is the world's largest hotel development pipeline, with more than 50,000 luxury four- and five-star hotel rooms expected to be completed in the next five years, according to global real estate services firm Jones Lang LaSalle. Dubai is leading that market explosion with the confirmed development of more than half of all projects, followed closely by Abu Dhabi. Of all the visitors traveling to the Middle East, 30 percent now pass through Dubai's airport as the region becomes one of the most popular places to visit in the world.

"This is a strong growth market, with an abundance of capital, significant investments in hotel development, and an increase in tourist and business travel," said Cem Cetinturk, TravelCLICK's newly-appointed regional director for Africa and the Middle East. Prior to joining TravelCLICK, Cetinturk was director of sales and marketing for Swissotel Istanbul and regional director of sales management for Swissotel in the Middle East. With regional offices in the United States, Barcelona, Shanghai, Tokyo, Melbourne and now Dubai, TravelCLICK is expanding its global presence in key strategic markets using experienced industry professionals with local market knowledge and expertise.

TravelCLICK is uniquely able to support hotels in these emerging markets with its brand-building solutions that establish channel visibility, drive online demand and increase electronic bookings. Specifically, Dubai's Oasis Beach Hotel, a luxury 252-room beachfront property that is part of the Jebel Ali International Hotels family, recently implemented iHotelier as well as TravelCLICK's market intelligence, GDS advertising and web marketing services. Other TravelCLICK customers in the Middle East and Africa include: Dedeman Hotels & Resorts International in Turkey; Habtoor Grand Resort & Spa in Dubai; Jumeirah in Dubai; Rotana Hotels & Resorts in Abu Dhabi; and Southern Sun Hotels & Resorts in South Africa.

“Dubai was a natural choice for us when it came to setting up our base in the Middle East,” said Jan Tissera, President of TravelCLICK International. “Business and leisure travel continues to grow at an unprecedented pace throughout the region. We look forward to being a part of the cultural and hospitality industry foundation here and to bringing our innovative distribution and marketing solutions to both independent and branded hotel businesses.”

Sign up to receive TravelCLICK news by email or through RSS distribution at <http://travelclick.mediaroom.com/>.

**About TravelCLICK, Inc.**

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.

# # #