

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

FOR IMMEDIATE RELEASE

Sacher Hotels to Build Brand with Integrated Distribution and Marketing from TravelCLICK

*World-Famous Austrian Hotels Leave Major Representation Firm to Create Own Identity
With the iHotelier Solution*

CHICAGO (Nov. 28, 2006) — TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Hotel Sacher Salzburg and Hotel Sacher Vienna have selected TravelCLICK's integrated distribution and marketing solutions to build hotel brand value, increase online bookings and enhance profitability. The properties will use the entire iHotelier solution with media services, including the central reservation system (CRS) featuring the iStay booking engine for website reservations, GDS marketing, pay-per-click advertising and search engine optimization.

"iHotelier will open a cost-effective new channel through which we can gain greater control of our identity and increase online bookings and profitability," said Alexandra Winkler, owner of Sacher Hotels. "With an integrated solution of CRS and powerful marketing tools, we can advance our commitment to guest service by exceeding online shopping expectations for both business and leisure travelers. TravelCLICK's integrated approach to marketing — addressing travel agents, third parties and online search — ensures we are visible where potential guests are shopping."

Previously operating under a leading brand for website reservations, the Sacher properties wanted a booking solution that would fit its luxury image and drive more revenue online. The iHotelier central reservations system, featuring a performance-rich booking engine, provided exactly what the properties needed — a highly personalized shopping experience with guest-friendly navigation, large compelling photos and rich digital media content. With just one click, inventory and rates display in real time on a single screen, creating a fully interactive shopping environment.

The properties also will use several TravelCLICK marketing solutions, including: GDS marketing, to target travel agents that are actively booking travel to Austria; pay-per-click advertising, to target specific market segments and increase Internet presence; and search engine optimization, to reinforce name recognition and brand presence and drive more customers to the Hotel Sacher website.

“The Sacher Hotels are among the most prestigious properties in the world, recognized as crafters of the exceptional guest experience,” said Jan Tissera, President of TravelCLICK International. “This move to iHotelier sends a clear message that there are alternative distribution choices for the independent-minded luxury hotel market. With our solutions, Sacher Hotels can look forward to controlling brand identity, obtaining stronger performance, increasing conversion rates and maximizing asset value, all while providing a brilliant online experience for guests.”

Hotel Sacher Salzburg is a 118-room luxury property located on the Salzach River and facing Salzburg’s old city. Hotel Sacher Vienna is a 152-room luxury hotel located in the heart of the city opposite the Opera House. Both properties are noted for Old World elegance, impeccable service and attention to detail, and are widely regarded as among the finest hotels in Europe.

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About TravelCLICK, Inc.

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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