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FOR IMMEDIATE RELEASE

## TravelCLICK Helps Move Broughton Hospitality Group Ahead of the Competition

*Boutique Hospitality Management Company Uses iHotelier CRS, Market Intelligence To Build Brand Value Across Properties*

CHICAGO (Dec. 11, 2006) — TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Broughton Hospitality Group, a full-service hospitality management company headquartered in Huntington Beach, CA, has enhanced its brand presence and moved its hotels into top market share positions by using TravelCLICK's integrated distribution and intelligence solutions. As part of its successful distribution strategy, the company continues to use the iHotelier central reservation system (CRS) for website and Global Distribution System (GDS) reservations as well as TravelCLICK's market intelligence solutions, Hotelligence and RateVIEW, to evaluate rates and occupancy levels of key competitors and develop strategies for improving performance.

"Since implementing TravelCLICK's iHotelier CRS and market intelligence solutions, we have seen an enormous increase in online revenues, and our hotels have moved to the top of each of their competitive sets," said Larry Broughton, President of Broughton Hospitality Group. "In some cases, properties have moved all the way to the top of their total markets." The 84-room Georgian Hotel in Santa Monica, CA has earned more than \$1.5 million year-to-date in website and GDS revenue, equivalent to revenues of \$21,700 per room. And the 64-room Wine Valley Inn in Solvang, CA has been ranked #1 in penetration in its marketplace every month in 2006, according to GDS statistics. Prior to implementing TravelCLICK solutions, the property had never been on a website booking engine or on the GDS.

Broughton Hospitality Group wanted a booking solution that drove more revenue online. The intuitive design of iHotelier's award-winning booking engine allows the company to feature guest rooms with rich photography and captivating descriptions. With just one click, inventory and rates display in real time on a single screen, creating a fully interactive shopping environment for guests. iHotelier's Internet distribution and GDS connectivity enable the company to target the lucrative travel agent market.

TravelCLICK's market intelligence solutions, Hotelligence and RateVIEW, give Broughton Hospitality Group a competitive advantage through comprehensive reports that allow the company to see how it measures up against its competitors, identify marketing opportunities, and implement rate and inventory strategies that increase bookings across electronic channels.

"We're excited to bring the combined power of our state-of-the-art distribution engine and market intelligence solutions to Broughton Hospitality Group," said Chris Rockett, Vice President – Americas for TravelCLICK. "Our integrated approach will continue to help the company drive higher incremental revenue, maximize profitability, and realize the market share potential of each of its properties."

Recognized as an innovator in the boutique hotel market, Broughton Hospitality Group has been cited as a 'Top 100' hotel company by *Hotel Business* and *Hotel & Motel Management* magazines. Its portfolio includes properties in Bali, California and Mexico. The company plans future development and acquisitions in California, New York and Oregon.

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#### **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.

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