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FOR IMMEDIATE RELEASE

Major Hotel Chains Grew Internet Reservations by 28% in First Half of 2004

TravelCLICK Reports eTRAK Results from 30 Leading Brands

CHICAGO (October 4, 2004) – TravelCLICK today released its first half results from the company’s eTRAK report, demonstrating that Internet reservations received at the central reservation offices (CROs) of the major hotel brands grew 28% in the first half of 2004 versus the same time period in 2003. The report noted that brand websites were the source of 73% of the brands’ centrally booked Internet reservations.

eTRAK is a quarterly benchmarking report that allows hotel chains to track booking trends on the Internet and GDS. The Q1 and Q2 2004 eTRAK report highlights the continued dramatic growth of electronic hotel bookings and the continuing importance of GDS e-commerce for hotel brands and chains. Despite the impressive growth of the Internet, eTRAK shows that 36% of CRO reservations come through GDS channels, while Internet sites contribute 30%.

Results from this study may differ from overall hospitality industry trends on the Internet and GDS because eTRAK reflects only the performance of 30 major brands. The conclusions, however, are directional for the industry as a whole.

“Electronic channels continue to represent the primary source of CRO bookings today, with both Internet and GDS reservations showing growth in the first half of 2004” said Ray Cohen, president and co-CEO for TravelCLICK. “Over 66% of bookings into hotel CROs are now coming in electronically, as opposed to over the phone. This percentage will only increase in the years ahead.”

The 30 major brands participating in this survey reported that, on average, 22% percent of their CRO reservations were received from their brand website in the first half of 2004 (i.e. marriott.com, hilton.com, etc.), while 4% of CRO reservations were sourced from third party retail Internet sites and 3% from merchant sites. Slightly more than one-third, or 34%, of CRO reservations were made via phone.

Reservation Sources for Major Hotel Brands – Q1 & Q2 2004

| Central Reservation Office Hotel Bookings | Percent of Q1&Q2 2004 Reservations | Percent of Q1&Q2 2003 Reservations | Change in Volume of Reservations Q1&Q2 2004 over Q1&Q2 2003 |
|--|---|---|--|
| Retail Websites | 4% | 4% | 4% |
| Merchant Websites | 2% | 2% | 31% |
| Auction Websites | 2% | 1% | 26% |
| Brand Websites | 22% | 18% | 33% |
| Total Internet | 30% | 26% | 15% |

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| GDS Travel Agent | 36% | 38% | 4% |
| Total Electronic | 66% | 63% | 14% |
| | | | |
| Voice | 34% | 37% | 1% |
| Total for CROs | 100% | 100% | 9% |

The top ten third party websites for hotel bookings to brand CROs, in order, were: Priceline, Expedia Retail, Expedia Merchant, Travelocity Retail, Hotwire, Orbitz Retail, TravelNow, Travelocity Merchant, Orbitz Merchant and USA Hotelguide. Some well-known third party web distributors, such as Hotels.com, did not place in the top ten on this list because such sites typically obtain rates and inventory directly from individual properties rather than from a brand CRO.

The eTRAK report covers all central reservation office booking results including GDS, voice, and Internet bookings. The report allows subscribers to compare their own performance versus their direct competitors, and the industry in general. The unique information contained in eTRAK is intended to help hotel companies decide e-commerce priorities, such as where to invest their Internet advertising dollars and which sites create the best returns. For more information about TravelCLICK's eTRAK report, contact Rebecca Bodenhamer at rbodenhamer@travelclick.net.

About TravelCLICK TravelCLICK (www.travelclick.net) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profits from electronic distribution channels. The company's iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information, and the company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 7,500 customers in more than 140 countries around the world.

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