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FOR IMMEDIATE RELEASE

Major Hotel Chains Grow Internet Reservations to Account for 82 Percent of Internet Bookings in Q1 2006

*Brand Websites Increase Reservations by More Than 26 Percent;
GDS Continues Steady Source of Bookings at 37 Percent of Channels*

CHICAGO (June 15, 2006) – TravelCLICK today released its consolidated first quarter eTRAK results, which indicate that Internet reservations received at the central reservation offices (CROs) of major hotel brands grew 18.8 percent compared to the same period of 2005. eTRAK is a quarterly benchmarking report that enables individual hotels to track booking trends on the Internet and GDS through central reservations office (CRO) performance. The consolidated results provide industry indications based on performance trends for 23 major brands and chains.

The first quarter 2006 eTRAK report highlights both the growth of electronic hotel bookings on the Internet and the continuing importance of GDS e-commerce for 23 major hotel brands and chains. eTRAK shows that 37.0 percent of CRO reservations came through GDS channels, while Internet sites contributed 36.0 percent of CRO reservations. In total, 14,156,375 bookings were made in the first quarter for these brands through the GDS and the Internet -- 7,173,316 GDS bookings and 6,983,059 Internet bookings.

The 23 major brands also reported that, on average, 29.7 percent of their CRO reservations were received from their brand website (marriott.com, hilton.com, etc.) while slightly less than one-third, or 27.0 percent, of CRO reservations were made by phone. In the first quarter of 2006, brand websites grew again and gained share compared to third-party merchant and opaque websites. According to eTRAK, brand websites were the source of 82.6 percent of the brands' centrally booked Internet reservations, compared to 77.8 percent in the first quarter 2005. Reservations booked through brand websites climbed 26.1 percent over the first quarter 2005 level. Bookings through merchant websites channels, grew by 3.4 percent over first quarter 2005 while Opaque websites decreased by 17.1 percent.

As hotels better understand the distribution landscape, they are successfully moving business into the channels that bring them the highest ADR – their own website and the GDS. Effective online marketing efforts and Internet best practices, coupled with changing consumer buying behavior, continues the trend of decreasing voice reservations.

Reservation Sources for Major Hotel Brands: First Quarter 2006

CRO Hotel Bookings	Share of CRO Reservations Q1 2006	Share of CRO Reservations Q1 2005	Share Increase/(Decrease) 2006 over 2005
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Internet	36.0%	31.9%	4.1 points
GDS Travel Agent	37.0%	38.4%	(1.4) points
Total Electronic	73.0%	70.3%	2.7 points
Voice	27.0%	29.7%	(2.7) points
Total for CROs	100%	100%	n/a

Internet Source Breakdown for Major Hotel Brands: First Quarter 2006

Internet Bookings	Share of Internet CRO Reservations Q1 2006
Brand Sites ¹	82.6%
Retail Sites ²	5.5%
Merchant Sites ³	7.4%
Opaque Sites ⁴	4.5%
Total Internet	100.0%

Reservation Source Growth Rates: First Quarter 2006

CRO Hotel Bookings	Percent Growth/(Decline) of Reservations 2006 over 2005
Brand Websites ¹	26.1%
Retail Websites ²	-8.7%
Merchant Websites ³	3.4%
Opaque Websites ⁴	-17.1%
Total Internet	18.8%
GDS Travel Agent	1.4%
Total Electronic	9.3%
Voice	-4.4%
Total for CROs	5.2%

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 compared to their direct competitors and the industry in general. The unique information contained in eTRAK is intended to help hotel companies determine e-commerce priorities, such as where to invest Internet advertising dollars and which sites create the best returns. For more information about TravelCLICK's eTRAK report, email etrak@travelclick.net.

Results from this study may differ from overall hospitality industry trends on the Internet and GDS because eTRAK reflects only the performance of 23 major brands. The conclusions, however, are directional for the industry as a whole.

About TravelCLICK

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.

¹ Brand Website: website where distribution is operated and managed by the brand, e.g. www.marriott.com.

² Retail Website: third-party distributor where the hotel lists inventory at the same price that it is sold to the consumer and hotel pays distributor agreed upon commission. Examples include HRS, Bookings, Venere in Europe.

³ Merchant Website: third-party distributor where the hotel provides inventory to the site at a net rate. The merchant marks up the rate by an agreed upon percentage. The consumer pays the merchant at the gross rate and the merchant site pays the hotel the net rate. Examples include: Expedia/Hotels.com, Travelocity, and Orbitz.

⁴ Opaque Website: third-party distributor that enables customers to chose a fare or rate without knowing the brand of the supplier until after the item is purchased, e.g. Priceline.