

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

TravelCLICK Selected by Amrâth Hôtels & Restaurants The Netherlands for Brand-Building Hotel Distribution and Marketing Solution

*13 properties leave global brand for independent solution
featuring iHotelier CRS, Market Intelligence, and GDS Media*

CHICAGO (January 23, 2008) – Amrâth Hotels & Restaurants, a Dutch family-owned luxury hotel group with hotels throughout the Netherlands, has selected TravelCLICK, the leader in hotel emarketing solutions, to provide an integrated hotel distribution and marketing solution for the newly independent European chain. Amrâth will use the iHotelier central reservation system (CRS) to distribute inventory to, and manage reservations for, hundreds of thousands of travel agents on the Global Distribution System (GDS) as well as third-party travel websites that are shopped by millions of consumers every day. The fast-growth hotel group will use TravelCLICK Corporate Hotelligence[®] to benchmark its bookings performance against competitors on both the chain and individual hotel levels, and Travel Agent Media to ensure that it gets maximum share on the GDS channel, which delivers over one-third of bookings worldwide.

“TravelCLICK is helping us build our unique brand identity throughout all electronic channels and around the world,” said Stephan van der Meulen, Commercial Director for the Amrâth Hotel Group. “TravelCLICK is not only providing award-winning solutions for capturing and converting bookings online, they are also providing the expertise in revenue management, pricing, and global distribution that will enable us to compete more profitably as an independent organization.”

Amrâth wanted state-of-the art technology that would empower it to break from its high-cost brand company and become an independent hotel group. TravelCLICK provided the tools to cost effectively position Amrâth throughout the Internet and the GDS. iHotelier's award-winning booking engine, iStay, creates a dynamic shopping environment, displaying room rates and availability along with enticing photography and descriptions on a single screen. Its seamless connectivity to the GDS and GDS-powered portals enables the property to control rates and availability, monitor performance, and identify opportunities for growth.

To capture the attention of travel agents at the point of sale, Amrâth Hotel Group is using TravelCLICK's Travel Agent Media solutions to increase visibility with the high-margin GDS business. TravelCLICK's proven market intelligence solutions give the group an edge by providing corporate intelligence tools that allow the hotel to see how it measures up against its competitors, identify poor-

performing hotels, and implement proactive revenue management strategies that increase bookings across electronic channels.

“The Amrâth Hotel Group is setting the standard for other mid-sized luxury chains in its class,” said Jan Tissera, President of TravelCLICK International. “By moving from a well-known global brand, Amrâth is assuming full responsibility for the branding, distribution, and customer conversion for its hotel group, confident that with the tools provided by TravelCLICK it can achieve higher levels of performance than before.”

About Amrâth Hôtels & Restaurants BV

Amrâth Hôtels & Restaurants (www.amrathhotels.com) is a Dutch hotel group owned by the van Eijl family. The group is registered in Maastricht. Amrâth Hôtels & Restaurants has 15 hotels in the three-, four-, and five-star segment with some 1,000 rooms and conference facilities, providing a high level of comfort and services in a friendly and informal atmosphere. All Amrâth hotels are distinguished by their own special atmosphere and character, reflecting local history and tradition. Its flagship, the Grand Hotel Amrâth in Amsterdam, located in the capital’s former “Scheepvaarthuis,” gives the Dutch hotel group a prominent place on the hotel market of Amsterdam and environs. The group is also strongly represented in the South of The Netherlands with the Amrâth Grand Hotel de l’Empereur in Maastricht, among others. Amrâth Hôtels & Restaurants employs 450 people. The group’s turnover exceeds €30 million.

About TravelCLICK Inc.

TravelCLICK (www.travelclick.net) is the leading provider of emarketing solutions that help hotels sell rooms smarter and 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. Serving the hospitality industry since 1999 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

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