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TravelCLICK Selected by Crown Towers for Brand-Strengthening Hotel Marketing Solutions

*Luxury Casino Hotel in Macau Implements the iHotelier Solution: CRS,
Market Intelligence and Media*

CHICAGO (Oct. 25, 2007) – Crown Towers, as the first extension of Australia’s iconic Crown brand in Asia, has selected TravelCLICK, the leader in hotel emarketing solutions, to provide a range of hotel marketing solutions. The new 216-room property will use the iHotelier central reservation system (CRS) with its award-winning booking engine, iStay, to manage and grow website and Global Distribution System (GDS) reservations; TravelCLICK’s market intelligence tools, Hotelligence and RateVIEW, to benchmark bookings performance against competitors; and TravelCLICK’s Travel Agent Media Preferred Placement and Travel Agent Targeted Advertising to ensure superior visibility on the GDS. Crown Towers’ sister properties in Australia — Crown Towers Melbourne and Crown Promenade — also use TravelCLICK’s comprehensive suite of hotel merchandising solutions.

“TravelCLICK is helping us strengthen our brand awareness throughout the region and around the world,” said Peter Crinis, Executive General Manager of Crown Towers. “The iStay web booking engine is the perfect complement to the luxurious experience offered at Crown Towers, giving us the power to merchandise the property and compete with other well-known casino hotels in this market. The single-screen booking process is intuitive and easy to use and provides our guests with a memorable online shopping experience. Also a factor in our selection of TravelCLICK was the company’s successful relationship with our sister properties, particularly Crown Towers Melbourne, which leads its market in electronic distribution despite the fact that it is not affiliated with a global chain.”

Crown Towers wanted a web booking solution that would drive revenue online. 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 allows the property to control rates and availability, monitor performance, and identify opportunities for growth.

Crown Towers also wanted to ensure its share of business from the high-margin travel agent segment and implemented TravelCLICK’s Travel Agent Media Preferred Placement and Travel Agent Targeted Advertising to capture the attention of travel agents at the point of sale. TravelCLICK’s proven market

intelligence solutions, Hotelligence and RateVIEW, give Crown Towers a competitive advantage through comprehensive reports that allow the hotel to see how it measures up against its competitors, identify marketing opportunities, and implement rate and inventory strategies that increase bookings across electronic channels.

“The hospitality industry in Asia is booming, with Macau recently overtaking Las Vegas as the world's No. 1 gambling market,” said Jan Tissera, President of TravelCLICK International. “As we have seen with renowned casino hotel clients in Las Vegas and throughout the world, our brand-strengthening solutions are ideal for properties like Crown Towers that want to gain a strong foothold in a highly competitive market. TravelCLICK's suite of reservations, market intelligence, and travel agent media not only will ensure the property's visibility among online consumer shoppers and travel agents, but also will help the hotel make sound business decisions that increase market share and drive long-term performance and growth.”

Crown Towers is a stylish hotel located within Crown Macau, a world-famous six-star hotel and casino experience, with premium entertainment, elegant facilities, high-quality service, and rich décor. As the tallest building on Taipa island, the hotel is uniquely positioned to offer panoramic views of the Macau peninsula from the spectacular 38th-floor lobby and the expansive floor-to-ceiling windows featured in every guestroom. It features a multi-level casino with 183,000 square feet of gaming space; luxury accommodations, including 184 guest rooms, 24 suites, and eight villas; eight restaurants; two bars; a business center; and a lavish two-level spa and wellness facility.

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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