

Contact:  
Katrina Pruitt-Andrews  
+1 410 257 9154  
[kpandrews@travelclick.net](mailto:kpandrews@travelclick.net)

FOR IMMEDIATE RELEASE

## TravelCLICK Converts Mobil Five-Star, AAA Five Diamond Woodlands Resort & Inn to iHotelier CRS

*Premier Luxury Hotel Selects TravelCLICK to Build Brand Identity and Drive Reservations*

CHICAGO (Jan. 31, 2007) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that the prestigious Woodlands Resort & Inn in Summerville, SC has selected the iHotelier central reservation system (CRS) for website reservations and connectivity to the Global Distribution Systems (GDS). Woodlands selected TravelCLICK for its expertise in enabling luxury hotels to build brand presence and increase online bookings through superior property merchandising and an enhanced booking engine user experience.

Woodlands Resort & Inn wanted a booking solution that drove more revenue online. The intuitive design of iHotelier's award-winning booking engine enables the property 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 also provides seamless connectivity to the GDS and GDS-powered portals, allowing the property to control rates and availability, monitor performance and identify opportunities for growth.

"iHotelier's booking engine is exceptionally well-organized from the customer viewpoint, and the ease of booking is incredible," said Marty Wall, General Manager at Woodlands Resort & Inn. "The ability to describe rooms and packages in a way that compels shoppers to make a reservation is essential, and it became apparent to us as we studied the industry that other products just don't deliver the results that iHotelier does. We immediately recognized its enormous potential to drive online reservations and increase incremental revenue."

Owned and managed by Salamander Hospitality, Woodlands Resort & Inn is one of only three properties in the United States to have garnered the prestigious Mobil Five-Star and AAA Five Diamond Awards for lodging and culinary excellence.

"Woodlands Resort & Inn is a world-class property that is well-known for crafting an exceptional guest experience, so iHotelier is a perfect fit," said Christopher Rockett, Vice President – Americas at TravelCLICK. "Its guest-friendly booking engine will enable the resort to highlight packages and display its unique differentiators, such as its luxury accommodations and extraordinary attention to

detail, all while increasing online bookings and delivering higher revenue per stay.”

Woodlands Resort & Inn, located minutes from Charleston in Summerville, SC, is an immaculately restored 1906 classic revival mansion set amidst 42 acres of manicured grounds. The resort features 18 individually decorated guest rooms, charming guest cottage, day spa, red-clay tennis courts, temperature-controlled swimming pool, unique meeting facilities, and golf privileges at nearby courses. The Dining Room at Woodlands is world-renowned for its sophisticated new American cuisine and innovative wine programs.

**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.

# # #