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FOR IMMEDIATE RELEASE

## TravelCLICK Introduces First Graphical Ads Influencing Travel Agents at GDS Point of Sale

*Graphical PromoSpots Combine Powerful, Targeted GDS Search  
With Rich Graphical Content to Drive Higher GDS Conversion, Increase Agent Bookings*

CHICAGO (March 13, 2007) — TravelCLICK, Inc., a leading provider of hotel business process management (BPM) solutions, announced today the launch of *PromoSpots*<sup>SM</sup> graphical advertising, available at the point of sale to provide *Sabre Connected*<sup>SM</sup> travel agents more opportunities to promote special features and offers to their customers. Available through the *MySabre*<sup>TM</sup> agent booking portal from Sabre Travel Network, the world's largest global distribution system (GDS), this next-generation GDS advertising tool is designed to drive higher conversion rates and increase travel agent bookings. Initially, TravelCLICK is making the new graphical advertising available in key markets.

Using the advanced *MySabre* agent booking portal, *PromoSpots* delivers graphical badge ads on the shopping and booking confirmation screens in response to travel agents' specific search criteria, providing superior property promotion and agent awareness. The rich digital media content and enhanced presentation have the same look and feel as Internet site promotions and work in conjunction with a property's text *PromoSpots* to increase visibility, making it easy for hotels to showcase special packages, offers, services and amenities and up-sell rooms as travel agents shop.

Graphical *PromoSpots* advertising enhances agent decision-making by providing visuals of hotel properties and supplemental information, such as hotel location in relation to major intersections and local landmarks, in a user-friendly layout. The graphical content keeps agents engaged, reducing the likelihood they will leave the *MySabre* booking portal to view property photos on the Internet or comparison shop on third-party websites. *PromoSpots* is part of Sabre's end-to-end solutions for the leisure and corporate travel agency marketplace to provide the most valuable products and services travel agencies need from a single desktop.

"Research proves that travel agents want to be able to access relevant data quickly and within the same system, and they favor graphical presentation," said John Hach, Vice President of Product Management – eMarketing Products at TravelCLICK. "Graphical *PromoSpots* provides key property information and images that build travel agent confidence and expedite the booking process. As a

result, participating hotels can increase visibility within this high-margin channel, enhance conversion rates and maximize revenue.”

Recent studies show that 93 percent of travel agents find the graphical look and feel of the *MySabre* platform appealing, because it incorporates hotel rates, package offers, descriptions and property photos. Eighty-five percent of agents surveyed said they would be more likely to book a relevant hotel in a graphical *PromoSpots* ad than other hotels listed in standard search results.\* The Sabre GDS is home to more hotel properties than any other GDS and sells more hotel room nights than any other company in the world.

Key benefits of graphical *PromoSpots* include:

- **Real-time check for availability.** After clicking on the graphical *PromoSpots* message, travel agents can view key property information and photos and confirm real-time room availability.
- **Merchandising space.** Properties can highlight special offers, high-margin packages, amenity add-ons and room upgrades.
- **Up-selling capabilities.** Hotels can promote up-sell through dynamic photos of rooms and detailed room descriptions — without requiring agents to leave the booking system.
- **Improved user experience.** The system encourages repeat bookings because expectations match actual customer stay experiences.

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#### **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. Serving the hospitality industry since 1996 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

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\* Research conducted by Phoenix Marketing, March 2006. Survey included 1,031 travel agents worldwide.

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