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FOR IMMEDIATE RELEASE

## Shula's Hotel Scores with Switch to TravelCLICK For Comprehensive Property Merchandising Solution

*Florida Property Using iHotelier CRS, Market Intelligence, Travel Agent Media*

CHICAGO (May 2, 2007) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Shula's Hotel in Miami Lakes, FL, owned and operated by The Graham Companies, has selected TravelCLICK to provide a comprehensive property merchandising solution that includes reservations, market intelligence and travel agent marketing. Shula's Hotel will use the iHotelier central reservation system (CRS) as a merchandising platform for website reservations and connectivity to the Global Distribution Systems (GDS) as well as TravelCLICK's market intelligence product, Hotelligence, to measure booking performance, market penetration and distribution within the GDS channel. The 205-room property also will use TravelCLICK's Travel Agent Media Preferred Placement to ensure superior visibility on the GDS.

"TravelCLICK's distribution and marketing solutions will work together to give us a distinct advantage over the competition," said Lisa Gory, Director of Sales at Shula's Hotel. "The iHotelier CRS, with its user-friendly booking engine and advanced merchandising capabilities, will help us build brand identity and increase incremental revenue. TravelCLICK's market intelligence, combined with travel agent marketing, will enable us to achieve greater visibility and success in the lucrative travel agent channel."

Shula's Hotel wanted a booking solution that would do more than just allow guests to book online. iHotelier's award-winning booking engine will help reinforce the hotel's philosophy of providing guests with a memorable experience — from online to on-property. Its unique merchandising capability creates an intuitive shopping environment, displaying room rates and availability along with enticing photography and descriptions on a single screen, resulting in enhanced satisfaction for guests and increased profitability for hotels. Its seamless connectivity to the GDS and GDS-powered portals will allow the property to control rates and availability, monitor performance and identify opportunities for growth.

Shula's Hotel also will use Hotelligence, TravelCLICK's robust market intelligence tool that measures hotel bookings from major Internet sites and 98 percent of travel agents worldwide utilizing the GDS to identify how it is performing in relation to the competition, determine where revenue wins and

losses occur, and plan the timing of revenue management strategies and marketing promotions. TravelCLICK's Travel Agent Media Preferred Placement will enable Shula's Hotel to gain a global presence and capture the attention of travel agents at the point of sale.

"We are excited to bring the combined power of our state-of-the-art booking engine, market intelligence and travel agent media to Shula's Hotel," said Christopher Rockett, Executive Vice President – Americas at TravelCLICK. "The property's total approach to distribution and marketing will result in a stronger performance and increased profitability. TravelCLICK's suite of solutions is a perfect fit for properties like Shula's that want to build brand identity, gain a competitive advantage and provide an exceptional online experience for guests."

Shula's Hotel is situated on 500 tree-shaded acres in the award-winning planned community of Miami Lakes, between Fort Lauderdale and Miami. The 205-room property features a mezzanine with 40-foot ceiling rafters overlooking a lagoon of tropical gardens, two restaurants, 44,000-square-foot athletic club with fitness concierge, 3,100-square-foot spa, tennis racquet-shaped pool, business center, and more than 15,000 square feet of meeting space. Accommodations include a mix of guest rooms, bi-level suites, junior suites and a Patrician Floor designed specifically for female business travelers.

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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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