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Award-Winning Arizona Inn Selects TravelCLICK for Comprehensive Suite of Property Merchandising Solutions

Luxury Resort Implements iHotelier CRS, Market Intelligence and Digital Marketing Services

CHICAGO (May 24, 2007) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Arizona Inn, an award-winning luxury resort in Tucson, has selected TravelCLICK to provide a total distribution and marketing solution, including central reservations, distribution management, market intelligence and digital marketing services. The 86-room property is using the iHotelier central reservations system for website and Global Distribution System (GDS) reservations; ChannelDirect to manage Internet distribution; Travel Agent Media Preferred Placement to ensure superior visibility on the GDS; Pay-Per-Click advertising to capture a greater share of Internet business; and TravelCLICK's market intelligence tool, Hotelligence, to measure bookings performance relative to the competition.

"TravelCLICK's integrated approach to marketing, which addresses online search, travel agents and third parties, ensures we are visible where potential guests are shopping," said Patrick Cray, General Manager at Arizona Inn. "Already we are seeing fantastic results — more than a 4,500 percent return on investment — from our pay-per-click campaign. And the iStay web booking engine is enabling us to deliver a superior online shopping experience for guests, control our brand identity and ultimately convert more shoppers and increase online bookings."

Arizona Inn wanted a comprehensive property merchandising solution that would address both consumer Internet shoppers and travel agents on the GDS. The iHotelier CRS, with its intuitive single-screen booking engine, iStay, provides a dynamic user-driven shopping and booking environment that enables the property to display inventory and room rates in real time, promote the hotel's features and amenities, and capture incremental revenue through the merchandising of packages and add-ons. iHotelier also provides seamless connectivity to the GDS and GDS-powered portals.

To capture more Internet business and increase online presence, Arizona Inn implemented TravelCLICK's pay-per-click advertising. Benefits include high visibility to Internet searchers and effective promotion of packages and specials. The hotel also uses TravelCLICK's Travel Agent Media Preferred Placement to capture the attention of travel agents at the point of sale and ensure superior visibility on the GDS.

Hotelligence, TravelCLICK's robust market intelligence tool, enables Arizona Inn to target sales efforts more effectively and plan the timing of revenue management strategies and marketing promotions, while ChannelDirect, TravelCLICK's channel management solution, updates rates and inventory across multiple third-party sites from a single web-based platform.

"Arizona Inn is known for its impeccable service, attention to detail and memorable guest stay experiences," said Christopher Rockett, Executive Vice President – Americas at TravelCLICK. "Our powerful distribution and marketing solutions are a perfect fit, enabling the hotel to increase brand presence and obtain stronger revenue performance, all while providing an extraordinary online experience for guests. Our 'total solutions' approach is being embraced by independent luxury properties that understand the power of online property merchandising combined with market intelligence and travel agent targeted marketing."

Arizona Inn, built in 1930 by Arizona Congresswoman Isabella Greenway, is owned and operated by its founding family and continues to fulfill its original mission as a sophisticated desert retreat. It features 86 individually-decorated rooms and suites, many with patios and fireplaces; a 60-foot heated pool; Har-tru clay tennis courts; and a fully-equipped exercise facility. The hotel's combination of antiques, architecture and history has earned it a listing on the National Register of Historic Places. The property also has been cited by Zagat, *Condé Nast Traveler* and *Travel + Leisure* as one of the world's best hotels. The Main Dining Room is the recipient of the AAA Four Diamond Award.

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About TravelCLICK, Inc.

TravelCLICK (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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