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TravelCLICK Properties Perform as Clients Increase Revenue 39%, Room Nights 29% Despite Slowing Market

CHICAGO, (June 13, 2008) — [TravelCLICK](#), Inc., the leading provider of ecommerce solutions for the global hotel industry, announced that as global markets realized a decline in demand through the first part of the year, TravelCLICK's independent client properties are performing strongly across more than 100 markets worldwide, delivering 39% more revenue and 29% more room nights for year-to-date May 2008. TravelCLICK hotels' direct web performance led the way, increasing 42% in web direct reservations and 46% in web revenues. Results indicate TravelCLICK properties are competing more successfully than other properties in their markets, thanks to their partnership with TravelCLICK and their use of its full ecommerce solution, including iHotelier® central reservation system, iStay® web booking engine, integrated online media, and competitive intelligence capabilities.

“The impressive year-to-date results of our clients validate the effectiveness of the TravelCLICK solution in executing revenue management best practices,” said Robert Post, president of TravelCLICK. “TravelCLICK is the industry expert in revenue optimization, and our ability to combine strategy and execution in challenging markets translates to greater revenue performance for our clients.” TravelCLICK's solution for hospitality operators stresses effective use of fact-based market intelligence to create demand generation using a comprehensive suite of [online marketing](#) and reservation tools. This capability extends to optimizing rates and inventory across channels and promoting on-property packages and/or amenities.

iHotelier adds revenue, occupancy for Royal Plaza

“Since Royal Plaza has been working with TravelCLICK's iHotelier reservations and marketing management solution, we have increased our online reservation conversions considerably,” said Scott Fries, director of revenue management of the 394-room Royal Plaza in the Walt Disney World Resort. “Using iHotelier has definitely added to our occupancy and revenue—specifically increasing direct web bookings 68% in the last year.”

Online upsell captures more guest spend

The across-the-board revenue improvement by operators of properties using TravelCLICK was aided by the company's iStay web booking engine. iStay enables hotels to create upsell opportunities by providing an interactive, personalized [online booking](#) experience, which enables customers to reserve spa appointments and other activities to customize their stay, generating more hotel revenue. "We learned that when we present customers with attractive options during the buying process, they are significantly more likely to book additional services," explained Jeff Bzdawka, chief operating officer of TravelCLICK. "This keeps guests and their revenue on property." iStay provides advanced single-screen navigation and rich digital content that enhances the consumer experience while it increases revenue per stay and drives higher online conversion.

"We are finding that our independent property clients are winning against their competition including the branded comp set," added Jeff Bzdawka. "With so many operators concerned about the market, it is important to have a fact-based revenue strategy and the most effective set of [online merchandising tools](#) to execute it. TravelCLICK properties are enjoying results that prove consistent—in spite of market challenges and fluctuations."

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of ecommerce 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 services, market intelligence-based decision support, and hotel marketing services featuring Internet marketing and GDS media. Serving the hospitality industry since 1999 and headquartered in the Chicago area, TravelCLICK has more than 13,000 customers in 140 countries.

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