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FOR IMMEDIATE RELEASE

## TravelCLICK Offers Hotels Preferred Supplier Status With 60,000 Travel Agencies Worldwide, Launches 2008 Consortia Services Program

*Exhibiting at NBTA in Boston, July 22-25 at Booth #2444*

CHICAGO (July 19, 2007) – TravelCLICK, Inc., the leading provider of emarketing solutions for the hotel industry, will showcase its proven business-focused solutions for corporate travel managers and travel management companies, featuring its 2008 Consortia Program, at the National Business Travel Association International Convention & Exposition (NBTA) in Boston, July 22-25. TravelCLICK will exhibit at Booth #2444.

Used by more than 5,500 hoteliers worldwide, TravelCLICK's suite of hospitality solutions includes the iHotelier central reservation system (CRS) with iStay, the next generation of its award-winning, single-screen booking engine that provides a virtual hotel storefront that merchandises the property and delivers a dynamic user-driven shopping and booking experience. iHotelier allows hotels to load and manage negotiated rate programs and supports display availability and room rates in real time through next-generation seamless GDS connectivity.

### **Consortia program drives incremental revenue**

TravelCLICK also will be showcasing its 2008 Consortia Program at NBTA. The industry-leading program enables hotels to gain preferred supplier status with up to 60,000 top-performing travel agency locations around the world. TravelCLICK offers a full-service Consortia program, assisting hotels in meeting Consortia submission deadlines as well as providing training and support to hotels during program implementation. TravelCLICK not only negotiates with the Consortia groups to gain added value for participating hotels, but also audits and monitors activity throughout the year to ensure hotels optimize their benefits. The more than 600 hotels participating in TravelCLICK's Consortia Program in 2007 are projected to realize average annual incremental room revenues of up to \$400,000.

### **Solutions designed to increase profitability**

Also helping hotels grow their business among travel agents and corporate travel buyers is TravelCLICK's Ambassador Sales Program, which expands sales coverage and increases revenue

through a virtual global sales force covering the world's top travel markets. Designed to complement a hotel's existing sales force and capture high-margin business, this program enables a hotel to extend its reach through a cost-effective network of experienced local representatives.

**About TravelCLICK, Inc.**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of emarketing 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 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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