

Contact:
Katrina Pruitt-Andrews
+1 410 257 9154
kpandrews@travelclick.net

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TravelCLICK Selected by Voyages Hotels & Resorts For Reservations and Internet Distribution Solutions

Australian Hotel Company Implements iHotelier CRS, ChannelDirect at Select Properties

CHICAGO (July 31, 2007) – TravelCLICK, Inc., the leading provider of emarketing solutions for the hotel industry, announced today that Voyages Hotels & Resorts, one of Australia's leading hotel companies, has selected TravelCLICK for its central reservations and Internet distribution solutions for select properties throughout Australia. The Sydney-based company is using the iHotelier central reservations system (CRS) for website reservations, and ChannelDirect to update rates and inventory across multiple third-party Internet sites, including Wotif.com, Need It Now, Rates To Go and quickbeds.com. With more than 400 hotel customers in the region, TravelCLICK is the largest provider of electronic distribution for hotels in Australia.

Voyages Hotels & Resorts, which specializes in unique vacation experiences for its guests, wanted a robust and scalable central reservations system with comprehensive property merchandising that would address the complex individual requirements of its properties. The iHotelier CRS, with its award-winning booking engine, iStay, provides a highly personalized shopping and booking experience with guest-friendly navigation, large compelling photos and rich digital content. Inventory and room rates display in real time on a single screen, creating a fully interactive shopping environment. iHotelier allows each property to promote its distinctive features and amenities and capture incremental revenue through the merchandising of packages and add-ons. It also enables the hotels to take full control of rates and availability, monitor performance and identify opportunities for growth.

“Our properties, which cater to a wide variety of clientele, range from dormitory style accommodations to premium resorts, so we were looking for a booking solution that would allow us to promote our unique destinations during the online shopping experience,” said Jackie Douglas, General Manager of Distribution and Revenue at Voyages Hotels & Resorts. “The iStay web booking engine enables us to show high-quality images of different room types and convey the unique experiences available at our resorts during the booking process. Early results are encouraging, with a 97 percent year-over-year revenue growth in our first month using the solution and a distinct trend toward guests booking higher room types.”

Voyages Hotels & Resorts also wanted a robust and reliable channel management solution and implemented TravelCLICK's ChannelDirect to manage and update rates, inventory and restrictions across third-party Internet sites from a single web-based platform. Using ChannelDirect, the company can easily load inventory into channels to sell excess rooms, construct and update parity groups to accommodate dynamic pricing decisions and reduce the time spent managing extranets.

"As the owner-operator of many highly successful properties throughout Australia, Voyages Hotels & Resorts understands how the success of independent properties is defined today by a savvy online Internet presence," said Jan Tissera, President of TravelCLICK International. "Our robust and graphically compelling web booking engine will help each property build mindshare, create a competitive advantage and increase profits by maximizing revenue per stay."

Voyages Hotels & Resorts, headquartered in Sydney, is an Australian travel company that offers premium accommodations in some of the country's most remote and breathtaking locations, such as the Great Barrier Reef, Queensland's Outback, the Red Centre and Tasmania's Central Highlands. The company owns and manages 17 award-winning properties, including Cradle Mountain Lodge, El Questro Homestead, Heron Island, Kings Canyon Resort, Lizard Island and Longitude 131. Voyages Hotels & Resorts is part of GPT Group, one of Australia's oldest and largest listed property groups.

About TravelCLICK, Inc.

TravelCLICK (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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