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Award-Winning Hotel du Pont Selects TravelCLICK for Total Property Merchandising Solution

Historic Luxury Hotel Implements iHotelier CRS, Market Intelligence, Internet Marketing Services

CHICAGO (Aug. 23, 2007) – The award-winning Hotel du Pont in Wilmington, DE, has selected TravelCLICK, the leading provider of emarketing solutions for the hotel industry, to provide a comprehensive distribution and marketing solution, including central reservations, market intelligence, Internet marketing services and travel agent advertising. The 217-room independent hotel selected TravelCLICK because it wanted a single source for its online marketing, with applications designed to work together to sell more rooms through the most profitable channels.

Hotel du Pont, a recipient of the AAA Four Diamond Award for 21 consecutive years, is using the iHotelier central reservations system to manage and grow website reservations; TravelCLICK's market intelligence tool, Hotelligence, to benchmark bookings performance against competitors; a suite of hotel Internet marketing services, including pay-per-click advertising and search engine optimization, to increase search visibility and online bookings; and TravelCLICK's Travel Agent Targeted Advertising, to influence travel agents using the GDS at their point of sale.

"Our mission is always to create a memorable guest experience, and TravelCLICK understands that," said Patrick Hall, General Manager at Hotel du Pont. "The iHotelier CRS, with its user-friendly booking engine, allows consumers to navigate effortlessly through room types, photographs and descriptions to create a truly customized stay based on their unique preferences. The combination of iHotelier with TravelCLICK's market intelligence, Internet marketing services and travel agent advertising gives us a comprehensive solution that will help ensure higher online conversion rates as well as steady reservation growth from all online channels."

The iHotelier central reservation system, with its award-winning single-screen booking engine, iStay, provides a virtual hotel storefront that merchandises Hotel du Pont and delivers a dynamic user-driven shopping and booking experience. iHotelier allows the property to display inventory and room rates in real time, promote the hotel's unique features and amenities, and capture incremental revenue through the merchandising of packages and add-ons. TravelCLICK's Internet marketing services further expand Hotel du Pont's reach. Pay-per-click advertising boosts web traffic and bookings, while search engine optimization enhances the hotel's online presence.

Hotel du Pont also uses 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 and plan the timing of revenue management strategies and marketing promotions. TravelCLICK's Travel Agent Targeted Advertising enables the property to gain a global presence and capture the attention of travel agents at the point of sale.

"Hotel du Pont is recognized around the world for its flawless guest service and attention to detail," said Christopher Rockett, Executive Vice President – Americas at TravelCLICK. "That philosophy is reflected in the hotel's investment in technology that enhances the guest experience, beginning online. TravelCLICK's comprehensive suite of solutions is a perfect fit for independent properties like Hotel du Pont that want to build brand identity, gain a competitive advantage and achieve solid revenue growth."

Hotel du Pont, the premier business and corporate meeting establishment in Delaware, is a landmark property and one of the finest examples of European craftsmanship in North America. The hotel features 217 elegantly-appointed rooms, each with its own sitting area; conference center; fitness club; shopping arcade; 1,250-seat theater; lobby lounge; and two restaurants, including the Green Room, the recipient of the AAA Four Diamond Award for 21 consecutive years. Hotel du Pont is on *Travel + Leisure* magazine's list of '500 Best Hotels in the World'.

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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