

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

FOR IMMEDIATE RELEASE

TravelCLICK Broadens Its Internet Marketing Footprint in the United Kingdom, Delivers £3.3 Million of Incremental Revenue from PPC

Prima Hotels signs on for website redesign; Feathers Group launches new TravelCLICK-built group website and merchandising platform

CHICAGO and LONDON (October 15, 2008) TravelCLICK, the leader in hotel ecommerce solutions, announced today that both The Prima Hotel Group and Feathers Hotel and Catering Group have selected TravelCLICK for award-winning website design and booking engine advantages that deliver superior online merchandising and incremental revenue for these and other British independent hotels.

The Prima Hotel Group, owner of five prestigious hotels throughout England and Scotland, has selected TravelCLICK to redesign its group and property websites and extend the hotel's online presence. "We chose TravelCLICK for its award-winning designs and proven track record in increasing return on investment through performance-based websites," said Janet Grove, Marketing & Brand Standards Director of the Prima Hotel Group. "TravelCLICK is building a site for us that not only captures the personality of our properties, but also uniquely engages visitors while giving us the new capability to upsell our rooms and luxurious services."

The Prima redesign comes on the heels of another TravelCLICK website and merchandising platform launch in the United Kingdom, a new group and individual property website and integrated booking engine for Feathers Hotel and Catering Group (www.feathers.uk.com). Widely regarded as one of the top independent operators in the UK, the Feathers Group includes eight three- and four-star hotels in the Northwest of England. The prominent group uses both TravelCLICK's Internet Marketing Solutions and the iHotelier® central reservation system featuring the award-winning iStay® booking engine.

"TravelCLICK creatively grasped what the Feathers Group represents in a modern and stylish format. We were particularly taken by their ability to offer us the complete hotel ecommerce solution, from website design to online booking," said Stuart Hunter, Managing Director of the Feathers Group. "Through the use of rich content and design best practices, the new site showcases our properties and their special features as guests move seamlessly from browsing to booking, interactively



choosing from a wide range of options – from our competitively priced guest rooms to our distinctive wedding and special event packages.”

“We are pleased to add the Prima Hotel Group and the Feathers Group to our growing roster of TravelCLICK clients in the UK. These hotels are delivering a complete online user experience that reflects their relationship with their guests,” said Jan Tissera, President of International for TravelCLICK. “As the market continues to turn to the web to grow revenue and expand audience reach, a comprehensive online merchandising platform that showcases the hotel property, its people, and its service is the foundation for a hotel’s successful online marketing strategy.”

Currently, over 750 hotel properties throughout Europe, including many UK-based hotels, are benefiting from TravelCLICK’s Internet Marketing Solutions. Year to date, pay-per-click (PPC) delivered over £3.3 million (\$5.7 million USD) in incremental revenue, over 7,500 incremental reservations, and an average return on advertising spending of 17 to 1 for TravelCLICK UK hotels. Clients using TravelCLICK’s iHotelier central reservation system to distribute inventory to, and manage reservations for, hundreds of thousands of travel agents on the Global Distribution System—along with third-party travel websites that are shopped by millions of consumers throughout the world every day—have grown reservations in a one-year period by 27 percent. In the first eight months of the year, TravelCLICK’s UK hotel customers have booked more than 171,000 reservations, generating £48 million (\$84 million USD) in revenue and 330,000 room nights.

With award-winning websites for hotels across the globe, TravelCLICK’s comprehensive Internet Marketing Solutions feature a robust content management system specifically designed for hotels, customised landing pages, search engine optimisation, pay-per-click advertising, email marketing, and strategic linking to drive bookings through a hotel’s most profitable channel—its website.

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 maximise 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 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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