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FOR IMMEDIATE RELEASE

Taj Hotels Resorts and Palaces Takes Business Intelligence to the Enterprise Level with TRAVELCLICK®'s Hotelligence360™

*Iconic hotel group uses Enterprise Edition of Hotelligence360 to optimize performance
throughout its portfolio*

Mumbai (4 August 2010) — TRAVELCLICK®, the leading provider of ecommerce solutions for the global hotel industry, today announced that Taj Hotels Resorts and Palaces – the iconic, worldwide chain of luxury hotels and resorts – has deployed the Enterprise Edition of [Hotelligence360™](#) to analyze GDS business performance throughout the group.

Earlier this year, the India-headquartered hotel chain implemented the Property Edition of Hotelligence360, TRAVELCLICK's revolutionary suite of business intelligence applications. With the addition of the Enterprise Edition, Taj gains the ability to see its performance from every angle across its enterprise of hotels that span from Asia to the United States. The first major chain in Asia Pacific to deploy the Enterprise Edition, the hotel group will leverage the solution to analyze Global Distribution System (GDS) data, forecast future trends, and use data as a strategic, enterprise asset to capture market share worldwide.

Taj Group believes that in using the Property Edition of Hotelligence360, they have realized its power to transform data into opportunity. The Enterprise Edition is the logical next step for them – bringing this advantage to the entire portfolio of hotels. If past success is an indicator, Taj expects the Enterprise Edition of Hotelligence360 to have an increasingly significant impact on the electronic RevPAR growth of the hotel group.

Statistics tell the story. The chain's flagship property, Taj Mahal Palace & Tower in Mumbai, India, achieved a significant increase in bookings and revenue since selecting TRAVELCLICK as its business intelligence partner. TRAVELCLICK's approach to business intelligence has also helped The Taj to maintain a first-place rank in its competitive set for five years in a row.

The Enterprise Edition of Hotelligence360 delivers the most complete historical and future view for key booking sources in the industry. It drives performance for all roles within a hotel, from revenue managers to sales managers. Hoteliers can drill into the data, filter it, and do a variety of analysis quickly and efficiently, enabling them to gain a clear competitive advantage in the market. In order to ensure users at all levels best leverage the value of Hotelligence 360, the entire user team at Taj are enrolled in TRAVELCLICK's eLearning Services programmes that provide comprehensive online guidance to all elements of the application.



To see how the Taj Mahal Palace & Tower, Mumbai used TRAVELCLICK business intelligence to capture new strategic opportunities, [view the video](#).

In addition, The Enterprise Edition of Hotelligence360 also enables hoteliers to uncover new business sources as they are able to compare themselves against multiple competitive sets, and identify niche agency information at the Pseudo City Code (PCC) level. Ultimately, the Enterprise Edition provides a whole new level of alignment, efficiency, and decision making across an entire portfolio of properties to optimize profits and gain a competitive edge.

With more than 40,000 users of its business intelligence products, TRAVELCLICK has a deep understanding of how to translate information and data into strategic insights with clear business value, leading directly to enhanced market and financial performance for its global hotel customers.

Hotelligence360 is the latest addition to TRAVELCLICK's suite of business intelligence products, which includes RateVIEW™, TRAVELCLICK's rate-shopping tool, and SearchVIEW™, an application that enables hoteliers to understand how online consumers view their hotel.

About TRAVELCLICK, Inc.

TRAVELCLICK (www.travelclick.net), the leader in hotel ecommerce solutions, provides a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers business intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase revenue and profitability. Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries with offices in Baltimore, Barcelona, Chicago, Dubai, Houston, Melbourne, Shanghai, and Tokyo. Follow us on www.twitter.com/TRAVELCLICK and www.facebook.com/TRAVELCLICK.

About Taj Hotels Resorts and Palaces

Taj Hotels Resort and Palaces (www.tajhotels.com) comprises more than 60 hotels in 45 locations across India with an additional 15 international hotels in the Malaysia, United Kingdom, United States of America, Bhutan, Sri Lanka, Africa, the Middle East and Australia. Spanning the length and breadth of the country, gracing important industrial towns and cities, beaches, hill stations, historical and pilgrim centres and wildlife destinations, each Taj hotel offers the luxury of service, the apogee of Indian hospitality, vantage locations, modern amenities and business facilities.

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