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FOR IMMEDIATE RELEASE

Nobis Hotel Selects TRAVELCLICK® as Its Ecommerce Technology Partner

Newly renovated property in Stockholm will leverage TRAVELCLICK's total solution to maximize distribution channels, leverage business intelligence, and drive web bookings through digital marketing

CHICAGO/LONDON (August 31, 2010) — TRAVELCLICK®, the market leader in hotel ecommerce solutions, has announced an agreement with Nobis Hotel, Stockholm's first contemporary luxury hotel, to provide a complete suite of TRAVELCLICK products including distribution, business intelligence, and digital agency services. Originally opened in 1899, the iconic building has been completely refurbished and is scheduled to open as a hotel on 1 December 2010. Designed by Oskar Ericsson, it was originally a private residence for industrial magnate Walter Hirsch before housing many legendary restaurants at the turn of the century.

The hotel's selection of TRAVELCLICK kicked off with its successful collaboration with TRAVELCLICK and IKEA on a unique hotel promotion this summer titled "CAMP TOGETHER." The June program was part of "Love Stockholm 2010," a two-week festival that culminated with the wedding of Sweden's Crown Princess Victoria. Described by officials as "the biggest party the city has ever organized," the festivities included more than 1,500 activities and attracted two million visitors. To house guests in an extraordinary way while its facility is being renovated, Nobis Hotel created a "hotel tent city" of various-sized tents custom-decorated by IKEA. The hotel used TRAVELCLICK's distribution solution to manage online reservations and market the unique features of the CAMP TOGETHER experience, from Sultan beds to breakfast delivered in picnic baskets outside each tent door. The tent accommodations were completely booked in just five hours.

"TRAVELCLICK has proven its ability to maximize visibility and online bookings for any and every type of property," said Claes Anerud, CEO of Nobis Hotel. "We are confident TRAVELCLICK's solutions will reap dividends when we open in December—showcasing ourselves as Stockholm's first and only contemporary luxury hotel. We want to provide luxury for people who want the best comfort and quality, but also value. There is a strong market for that and TRAVECLICK is enabling us to ensure they come and stay with us."

Nobis Hotel will use TRAVELCLICK's iHotelier® Central Reservation System to boost conversions, grow revenue per stay, and maximize direct-to-web bookings. The hotel will leverage the merchandising capabilities of iHotelier's award-winning iStay® web booking engine, enabling shoppers to upgrade room types and amenities and secure special services such as spa times. As a complement, MobiBook™, exclusively for

iHotelier clients, will provide an additional, cost-effective channel for direct-to-hotel bookings—equipping the hotel with a mobile booking engine and branded mobile website to reach on-the-go travelers. To further maximize its mobile presence, Nobis will take bookings through StayHIP™, the world's first bookable mobile application exclusively designed for boutique hotels.

The hotel's website has been designed to showcase the hotel's unique personality, engage visitors, and ultimately drive higher booking value. Shoppers click through to special offers preloaded in the booking engine with no additional searching. An intuitive Content Management System gives Nobis the ability to edit and maintain site content conveniently—anytime, from anywhere.

TRAVELCLICK's award-winning design team is also building in services that will expand the hotel's reach throughout the online world. A customized, integrated marketing plan for the property uses proven search engine optimization (SEO), pay-per-click (PPC) advertising, email campaigns, and Global Distribution System advertising to further target guests and drive demand.

Complementing TRAVELCLICK's distribution and digital agency services is Hotelligence360™, a revolutionary suite of integrated business intelligence applications. With Hotelligence360, Nobis can see its performance from every angle, forecast future trends, and maximize revenue. From interactive analytics to dynamic dashboards and proactive alerts, data will be a strategic asset to capture market share, outperform competitors, and drive businesses forward.

"The rapidly changing world of online consumer shopping will continue to create new revenue challenges, and opportunities, for hotels worldwide, prompting the need for leading-edge distribution, business intelligence, and digital market strategies," said Jan Tissera, President of TRAVELCLICK International. "In selecting a complete and integrated solution for ecommerce, the Nobis Hotel is opening its doors with optimum opportunity to capture more online business—and to reinforce its unique market position as a classically elegant, yet chicly contemporary, hotel experience."

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 to 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, Melbourne, Shanghai, and Tokyo. Follow us on www.twitter.com/TRAVELCLICK and www.facebook.com/TRAVELCLICK.

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