

TRAVELCLICK™

The Results

Just five months after partnering with TRAVELCLICK, Brookfield Suites has grown GDS business by 563 room nights—an over 41 percent increase year over year (YOY)—while revenue YOY has increased nearly 21 percent.

With the iStay booking engine, web reservations have grown by 727 room nights, an over 91 percent increase YOY.

The Brookfield Suites Hotel & Convention Center



91%

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The Challenge

Just minutes from downtown Milwaukee, Wisconsin, the Brookfield Suites Hotel & Convention Center offers 203 luxurious suites and a host of amenities and special packages. The hotel had been using its property management system (PMS) booking engine to power its web bookings and Pegasus to power its Global Distribution System (GDS) bookings and was not getting the results it sought. The hotel was down year over year in GDS bookings, with travel agents complaining that they couldn't find negotiated rates in the GDS. The goal was to find a central reservation system (CRS) and booking engine that would grow GDS and direct-to-hotel web reservations, enabling the hotel to capture its fair share of guests, from corporate to leisure business.

The Solution

Brookfield Suites selected TRAVELCLICK's award-winning iHotelier® as its CRS to drive Internet reservations on the hotel's website. iHotelier now powers the hotel's distribution, including its website, and enhances the online booking experience for guests through iHotelier's iStay® booking engine. iStay integrates seamlessly with the property's own website, enabling guests to reserve any hotel service or amenity online, such as room upgrades, dining options, and special packages.

“We selected iHotelier for its high conversion rate of online shoppers—and its ability to present our property using rich media,” said Matt R. Drusch, Director of Sales for the Brookfield Suites. “Thanks to TRAVELCLICK, we now have the potential to drive substantially more traffic through all channels.”

Performance-rich AJAX technology enables iStay to present the hotel through a single, dynamic booking screen. With just one click, inventory and rates are displayed in real time. Comprehensive graphics, seamless GDS connectivity, and dynamic packaging capabilities help drive demand and enable Brookfield Suites to create a fully interactive shopping environment for corporate and leisure travelers alike.

TRAVELCLICK (www.travelclick.net) is the leader in hotel ecommerce solutions, providing a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers distribution and demand, business intelligence, 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 hotel revenue.

Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries, with offices in Chicago, Baltimore, Houston, Barcelona, Dubai, Melbourne, Shanghai, and Tokyo.

www.travelclick.net

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