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**TravelClick's iHotelier Web 3.0 Booking Engine
Named Best Hotel and Lodging Interactive Application**
*Innovative Reservations System and Merchandising Platform
Wins Prestigious Web Marketing Association Award*

NEW YORK – May 17, 2016 – [TravelClick](http://TravelClick.com), a global provider of innovative cloud-based solutions that enable hotels to grow revenue, is pleased to announce that it has won the Web Marketing Association's (WMA) award for Best Hotel and Lodging Interactive Application. This recognition highlights the Company's excellence in revolutionizing the online booking process, enabling hotels to customize the booking experience for users from start to finish. Part of the WMA's 2016 Internet Advertising Competition (IAC), the award recognizes TravelClick's iHotelier Web 3.0 booking engine application at the [Grand Hotel Amrâth Kurhaus](#) and showcases the platform's ability to seamlessly integrate into a hotel's website to increase conversions and drive revenue.

"Since implementing TravelClick's iHotelier Web 3.0 booking engine with integrated property and room videos, our guests have been able to design their stay and book much more quickly and efficiently, which drives more room revenue for our hotel overall," said David Dreese, Operationeel Directeur, Amrâth Hotels. "Additionally, guests can easily upgrade their rooms, extend their stays and add additional services at the point of purchase, and the platform's superior customization capabilities ensure that our guests' expectations are met throughout their time on our property. This ultimately increases guests' level of satisfaction and makes repeat visits much more likely in the future."

The Grand Hotel Amrâth Kurhaus The Hague, a luxury property in The Netherlands, is one of the premier hotels in the area, known for its excellent customer service and tailored guest experience. iHotelier Web 3.0, part of the iHotelier suite of reservations solutions, has helped the hotel to provide guests with a memorable online to on-property experience, with valuable and detailed analytics that tap into user behavior.

"This recognition demonstrates the unique and impactful booking capability that TravelClick offers to hoteliers around the world," said Curtis Brewer, Vice President, Reservations and Web Solutions, for TravelClick. "As iHotelier Web 3.0 was built on extensive hotel and customer feedback, it reflects exactly what hoteliers want within an interactive application and allows them to provide a more enhanced user experience than ever before. TravelClick is dedicated to the development of cutting edge technology and will continue to innovate for the most seamless and engaging online booking experience."

The Web Marketing Association's annual IAC Awards honor excellence in online advertising and recognize the individuals and organizations responsible for the best in Internet marketing. The awards are the first and only industry-based advertising competition that are dedicated exclusively to online advertising. Entries are evaluated for creativity, innovation, impact, design, copywriting and use of the medium.

TravelClick and its website clients have received more than 500 awards for excellence in web design and digital marketing since 2007.

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About TravelClick, Inc.

TravelClick (TravelClick.com) provides innovative cloud-based solutions for hotels around the globe to grow their revenue reduce costs and improve performance. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media, video and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 38,000 hotel clients in over 160 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, Bucharest, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai, Singapore and Tokyo. Follow us on twitter.com/TravelClick and facebook.com/TravelClick.