



# News Release

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## **TravelCLICK Releases RateVIEW 2.0 and Welcomes 3000<sup>th</sup> Customer**

Chicago, IL (March 17, 2004) – TravelCLICK announced today the release of RateVIEW 2.0, and simultaneously welcomed its 3000th hotel client to the most widely used competitive rate intelligence tool in the hospitality industry.

Wyndham International, a hospitality company offering upscale and luxury hotel and resort accommodations, recently selected TravelCLICK's RateVIEW report to further improve pricing control and revenue management at its 150 properties throughout North America and the Caribbean. This addition pushed the RateVIEW subscriber base above the 3,000 hotel mark.

RateVIEW already provides hoteliers the most advanced technology for accessing, retrieving, analyzing and archiving up-to-the minute pricing data for their revenue management and pricing decisions. The newest release, RateVIEW 2.0, further extends TravelCLICK's technology leadership by incorporating scheduled and on-demand reporting capability, user templates that can be customized, week-over-week change analysis, enterprise access via TravelCLICK's Electronic Marketing Centre, and data handoff to revenue management systems.

One year after being introduced, RateVIEW has become the industry standard for enabling hotel properties, brands, and management companies to monitor compliance with their best rate guarantees and ensure pricing integrity across all electronic channels. Major companies that support RateVIEW as their rate monitoring tool now include Hyatt, Hyatt International, Hilton International, Raffles, Swissotels, Radisson, Fairmont, Orient Express Hotels, Four Seasons, The Savoy Group, Caesar Park Hotels, Ian Schrager Hotels, Wyndham International, InterContinental, Loews, Kempinski, Boscolo Hotels, and a number of key ownership groups such as The Blackstone Group, Interstate, Grupo Posadas and Sunstone.

"Only TravelCLICK provides up-to-the-minute, non-cached data with the support of local consultants to make it that much more relevant and actionable," said Chris Heinz, senior vice president of distribution and revenue management for Wyndham International. "Having data is great, but it's the interpretation of that data which enables our properties to make smart revenue and pricing decisions."

"Hotels have told us that local support is extremely important to them in maximizing the benefit they get from the data," said Richard W. Gray, chairman and co-chief executive officer of TravelCLICK. "Other companies just provide a report. TravelCLICK provides a report and the support of more than 100 consultants in local markets worldwide to help hoteliers get value out of the data."

"TravelCLICK is investing much more in data acquisition technology and reporting tools than any other firm. That investment reflects our focus on providing the highest quality data and best rate intelligence tools in the industry," said Ray Cohen, president and co-CEO of TravelCLICK. "The new enhancements available in RateVIEW 2.0 bring more report options and richer information to our user base. They also serve as a foundation for more efficient and reliable acquisition of data from the hospitality industry's distribution systems. The higher the data quality, the better equipped our customers are in making key pricing and revenue management decisions. That, to us, is what this is all about."

## **About TravelCLICK**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profit from electronic distribution channels. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information unavailable through any other source. The company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents, consumers, and group meeting planners when they are booking travel. The TravelCLICK Interactive division assists hotels with online strategies to increase business into their own websites..

Established in 1996 and headquartered in the Chicago area, TravelCLICK operates in more than 140 countries around the world. The company has over 6,800 clients, including national and international companies such as Accor, Air France, Avis, Best Western International, British Airways, Carlson Hotels Worldwide, Choice Hotels, Fairmont Hotels & Resorts, Four Seasons Hotels & Resorts, Grupo Posadas, Hilton Hotels Corporation, Hyatt Hotels & Resorts, Kempinski Hotels & Resorts, Leading Hotels of the World, Loews Hotels, Lufthansa, Marriott International, NH Hotels, The Peninsula Group, The Ritz-Carlton Hotel Company, SAS, The Savoy Group, Shangri-La Hotels, Sol Melia, Starwood Hotels & Resorts, Thistle Hotels, USAirways, Virgin Atlantic and Wyndham Hotels & Resorts.

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