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## TravelCLICK Launches ChannelManager in Europe

*Increased Channel Support Enables Customers  
To Improve Their Online Revenue Stream*

CHICAGO (December 1, 2004) -TravelCLICK launched its newest revenue management application, ChannelManager, in Europe this summer, stimulating the expansion of the product's already diverse portfolio of channels.

Recent enhancements made to ChannelManager include the addition of eight more European sites. Among these sites are some of Europe's leading online travel agencies such as HRS.de and LastMinute.com. With sites such as Expedia, Travelocity, Orbitz, Hotels.com, Lodging.com, Quikbook and WorldRes already supported by ChannelManager, hoteliers can participate with these top players as well as their affiliates, capturing three-quarters of the total online traffic. Diversifying their portfolios helps hoteliers level the playing field and regain control of their pricing and inventory.

With the option to participate with both European and U.S. sites, ChannelManager provides hoteliers with access to the worldwide online marketplace. Hoteliers benefit from an improved online presence as well as the ability to penetrate new geographical markets and consumer bases. Vast coverage within the online marketplace is essential to tapping all available demand and maximizing profitability from Internet distribution.

Since its release in March 2004, TravelCLICK's ChannelManager has positioned itself as the leading product in third-party online distribution management, providing hoteliers with the means to efficiently yield higher Internet revenues than has previously been possible. ChannelManager enables hoteliers to work with a higher number of online distributors but spend less time managing them. This reduced time obligation is achieved through the effectiveness of one central location from which to manage

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rates and inventory across multiple third-party sites.

"ChannelManager is a wonderful tool that allows me to save hours spent on the extranets every week and maintain perfect rate parity among all the Internet channels - instantaneously. It is a one-stop shop that allows me to be more active with yielding rates," said Mandira Sen, Director of Revenue Management for The Charles Hotel in Cambridge, MA. "Using ChannelManager also allows me to participate in more merchant model programs, as there is no extra time or effort needed to manage yet another extranet. I have been very happy with the support provided by the ChannelManager team whenever I needed them."

ChannelManager is widely acknowledged as superior to other products of its nature due to unique features that optimize inventory allocations, which in turn increase revenue stream from third-party web distributors. ChannelManager's feature called the Allocation Optimizer accomplishes this by allowing hoteliers to automatically replenish inventory on merchant sites on the basis of user-defined rules. These rules not only protect hoteliers from booking denials but also maximize revenues by allocating additional inventory to the higher net revenue sites.

ChannelManager's integration with other TravelCLICK solutions provides hoteliers with distinct advantages in managing online distribution. RateVIEW, when combined with ChannelManager, allows for immediate assessment of competitors' reactions to pricing updates. Using ChannelManager in conjunction with iHotelier, TravelCLICK's CRS, allows hoteliers to manage third-party sites along with the GDS, the Pegasus ODD database and their own website from one control interface. TravelCLICK's integration of revenue optimization tools is unmatched in the marketplace, positioning ChannelManager subscribers ahead of their competition.

"The combined effect of ChannelManager's unique features and integration with other revenue optimization tools allows users to go beyond quick and easy online yield management," said Ray Cohen, President and co-CEO of TravelCLICK. "Hoteliers can now effectively and efficiently maximize their profitability of Internet distribution."

### **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 profits from electronic distribution channels. The company's iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information, and the company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 7500 customers in more than 140 countries around the world.

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