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FOR IMMEDIATE RELEASE

Ramada Jarvis Hotels Signs with TravelCLICK for Enterprisewide Market Intelligence Solution

Leading UK Hotel Owner/Operator will use TravelCLICK's RateVIEW Enterprise for personalised pricing intelligence across 38 hotels from its portfolio

CHICAGO AND LONDON (February 23, 2009) — Ramada Jarvis Hotels has signed a global agreement with TravelCLICK, the leader in hotel ecommerce solutions, to implement RateVIEW Enterprise in 38 of its hotels throughout the United Kingdom. RateVIEW Enterprise is the industry's first rate intelligence and management solution designed specifically to meet the needs of multi-property hotel companies. Ramada Jarvis joins a growing list of leading brands and independent hotels worldwide that are leveraging TravelCLICK's business intelligence tools to improve decision-making, expedite competitive response time, and enhance cross-portfolio efficiencies.

"In today's dynamic marketplace, it is more crucial than ever to understand our portfolio's strengths and weaknesses," said Chris Martin, Director of Revenue and Distribution of Ramada Jarvis Hotels. "With RateVIEW Enterprise, we get more than data—we get information that fuels action. It provides in-depth analysis of our pricing intelligence questions that in the past required a team of hands-on revenue management specialists to handle. Now we have answers fast, and can act fast."

RateVIEW Enterprise will enable Ramada Jarvis Hotels to manage pricing strategies across its organization with minimal resources and maximum revenue performance. Among its key features are:

- Rule-based management to automate custom rules for managing corporate pricing strategies and best practices
- Grouping of properties by county, region, or market to quickly and easily identify changes to price positions in all markets
- Interactive views to manipulate rate intelligence data anywhere, anytime, without having to download to view
- Personalised on-screen reporting that presents data in a way that makes decision-making easy

RateVIEW Enterprise will also offer Ramada Jarvis Hotels the key advantage of facilitating central management, according to Martin. "Instead of reviewing 38 separate reports from each of our hotels, we



can isolate the hotels that have competitive issues—and focus on identifying opportunities for bringing them to top revenue performance,” said Martin.

The previous product used by the hotel group did not have the ability to manage intelligence across multiple properties and often provided cached pricing data, but RateVIEW Enterprise allows Ramada Jarvis to access virtually real-time competitive pricing intelligence 24 hours a day, so decisions can be based on a fresh, accurate assessment of the market.

“Changes in online consumer shopping have created new revenue strategy challenges for hotel companies who need to be increasingly agile in managing across multiple market environments,” said Jan Tissera, President of TravelCLICK International. “In choosing RateVIEW Enterprise, Ramada Jarvis Hotels can compare pricing and performance at the property and corporate levels--and execute revenue management strategies that respond to market changes quickly and easily so they can maximize their profitability in any kind of economy.”

About Ramada Jarvis Hotels

Headquartered in High Wycombe, Buckinghamshire, Jarvis Hotels Ltd caters to a wide array of business and leisure guests. It owns and operates 42 hotels throughout the UK, from the highlands of Scotland to sunny Brighton, from big-city locations such as London and Edinburgh to the gorgeous industry countryside.

About TravelCLICK, Inc.

TravelCLICK, 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 market intelligence, distribution, electronic marketing, and media 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 revenue and profitability. Serving the hospitality industry since 1999, TravelCLICK has more than 13,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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