

TravelCLICK Selected by Exel Inns of America For Comprehensive Central Reservation System Solution

2007-03-21

Regional Chain Switches to iHotelier CRS at 22 Properties Across Six States

TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Exel Inns of America, in Madison, WI, has selected the iHotelier central reservation system (CRS) for website reservations and connectivity to the Global Distribution Systems (GDS) at its 22 properties throughout the Midwest and Texas. Exel Inns selected TravelCLICK for its expertise in increasing online bookings through superior property merchandising and an enhanced booking engine user experience.

Exel Inns of America wanted a solution that would enable them to load rates and inventory across 22 properties. iHotelier's ability to link rates and inventory through one simple process will allow the company to focus on other revenue-generating tasks and will ensure each property increases its share of business from travel agents and brand and third-party websites.

'iHotelier navigation and operation is very intuitive. Managing inventory and rates is fast and easy compared to other systems, which gives us the power of effective rate and revenue management,' said David Coe, Assistant Director of Operations at Exel Inns of America. 'The user-friendly platform also makes it easy to analyze trends, rate structures and positions in the market. TravelCLICK is a leader in the industry, and with iHotelier, we expect to show steady reservation growth from the Internet as well as capture a greater share of business through the GDS.'

iHotelier is a web-based central reservations system and distribution management solution. Its performance-rich booking engine provides a dynamic user-driven shopping and booking environment, allowing properties to display inventory and room rates in real time and offering a variety of features and functionality, including graphics capabilities, currency conversion, multi-language support, email marketing tools and extensive online reporting. iHotelier also provides seamless connectivity to the GDS and GDS-powered portals, allowing properties to control rates and availability, monitor performance and identify opportunities for growth. TravelCLICK's proven marketing solutions and online expertise, including GDS advertising and Internet marketing, create top-of-mind awareness with both travel agents and online consumers, resulting in increased bookings.

'iHotelier will enhance Exel Inns' online presence as a popular economy brand and help drive incremental revenue across all 22 of its properties,' said Christopher Rockett, Executive Vice President - Americas at TravelCLICK. 'Now, the chain can focus on driving business to its brand website where guests convert to the property that best meets their needs using a compelling and easy-to-use booking engine. Plus, iHotelier will help Exel Inns manage day-to-day operations more efficiently, improve its competitive market share, and boost overall financial performance.'

Exel Inns of America, founded in 1974, manages 22 economy and mid-service properties representing more than 2,600 guest rooms. Throughout its history, the company has pioneered the development of many innovations in the economy lodging industry, including satellite television, frequent traveler programs, automated operator-assisted services and toll-free reservation systems. Exel Inns of America has been recognized by the U.S. Chamber of Commerce for its creative use of resources to meet business climate changes and foster growth. The company manages properties in Illinois, Iowa, Michigan, Minnesota, Texas and Wisconsin.

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About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of hotel business process management (BPM) solutions that drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions including reservations and distribution management, market intelligence-based decision support, and marketing services. Established in 1996 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

This article comes from Hotel News Resource

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The URL for this story is:

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