

TravelCLICK's iStay Booking Engine Again Named Best Web Interactive Application for Hotel and Lodging Industry
2007-03-29

Innovative Merchandising Platform Wins Prestigious Web Marketing Association Award

TravelCLICK again has won a WebAward for Best Hotel and Lodging Interactive Application from the Web Marketing Association (WMA). Part of the WMA's 2007 Internet Advertising Competition (IAC), the award recognizes TravelCLICK's iStay web booking engine application at The National Hotel in Miami Beach. It showcases iStay's ability to create a compelling online user experience, merchandise the entire property and its rooms directly from the hotel website, and readily convert website visitors into guests.

"Since implementing the iStay web booking engine, it has taken over as our single leading source of room revenue," said Jeff Lehman, General Manager of The National Hotel. "Design and feel are important, but the real results are measured in dollars spent by guests. With iStay, guests are prompted to upgrade and add amenities and, as a result, our incremental revenue has skyrocketed. Also, iStay allows us to show guests what the property is really like, so that there are no surprises upon arrival. When you are able to meet guest expectations, overall satisfaction increases and repeat visits are more likely."

The National Hotel, a 151-room property located oceanfront in the heart of South Beach Miami's Art Deco district, is one of the premier hotels in the area and a favorite celebrity destination. Known for impeccable service, the hotel constantly strives to personalize the guest experience, beginning with e-commerce. The iStay booking engine has helped reinforce the hotel's philosophy of providing guests with a memorable experience -- from online to on-property. iStay creates an intuitive shopping experience by displaying room rates and availability along with enticing photography and descriptions, all on a single screen, resulting in enhanced satisfaction for guests and increased profitability for hotels.

"This recognition shows that the unique merchandising capability that TravelCLICK offers hotels is resonating in the online community," said Christopher Rockett, Executive Vice President - Americas at TravelCLICK. "iStay reflects the essence of online hotel shopping by creating a virtual hotel storefront where guests can shop, compare packages and build a stay experience within an interactive application."

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 dedicated exclusively to online advertising. Entries are evaluated for creativity, innovation, impact, design, copywriting, and use of the medium. To view the award-winning iStay application at The National Hotel website, visit <http://www.nationalhotel.com>.

Sign up to receive TravelCLICK news by email or through RSS distribution at <http://travelclick.mediaroom.com>.

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
<http://www.hotelnewsresource.com>

The URL for this story is:
<http://www.hotelnewsresource.com/article26917.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource
Distribute your news on our Network

See what all the buzz is about at:
http://www.hotelnewsresource.com/Info-news_account_info.html