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## **Hotel Felix Chicago Re-Launches New Website to Enhance Guest Booking Options through Social and Mobile Channels**

*Chicago's First Green Hotel Overhauls Website with Cutting-Edge Animation, Video Montage and Real-Time Analytics*

**CHICAGO** (Feb. 26, 2013) – Hotel Felix (<http://www.hotelfelixchicago.com>), Chicago's first Leadership in Energy and Environmental Design™ (LEED) Silver certified hotel, re-launched a new cutting-edge, full-service website complete with social and mobile channel enhancements.

Located in downtown Chicago, Hotel Felix (111 W. Huron St.) designed the website in collaboration with TravelClick, Inc., the award-winning leader in hotel e-commerce solutions worldwide. With today's savvy travelers demanding quality content and convenience, the new web site includes an "accordion" feature to present content in an interactive manner along with a "carousel" feature to cycle the user through the various offers and amenities.

"Our new web site is more than just a redesign. We recognized that our guests are on the go and demand a content-driven and mobile-friendly site," said George Jordan, area general manager of Hotel Felix Chicago. "From the dancing 'happy faces' on the homepage to the new video montage, the new website makes it even easier for guests to book their visit for business or leisure."

The four-star hotel's website also includes a video montage displaying the hotel's unique amenities, including the fitness center, business center, LM Bistro Restaurant and bar, lobby bar, Asha Spa featuring Aveda products, valet parking plus free parking for hybrid vehicles and more:

<http://www.vfmii.com/exc/aspquery?command=invoke&ipid=1150997&ids=75653>.

Hotel Felix' website also includes integration with iHotelier, TravelClick's reservation system.

The website is available in English and Spanish at [www.hotelfelixchicago.com](http://www.hotelfelixchicago.com) and <http://www.hotelfelixchicago.com/default-es.html>, respectively.

### **More about Hotel Felix**

As Chicago's first hotel designed to meet LEED Silver certification, Hotel Felix (111 W. Huron) delivers an enriching experience that not only benefits the guests, but the environment as well. Hotel Felix opened in April 2009 after an extensive redevelopment of a 1926 building using organic materials and renewable resources. The 225-room boutique hotel is conveniently located just steps from the Magnificent Mile and The Loop, surrounded by many of Chicago's renowned attractions, popular restaurants, bars and world-class entertainment.

For more information and reservations, please visit [www.hotelfelixchicago.com](http://www.hotelfelixchicago.com) or call 312-447-3440 or toll-free 877-848-4040. To learn more about the latest happenings at Hotel Felix, please visit their blog, Happy Naturally ([www.happynaturally.com](http://www.happynaturally.com)) and join them on Facebook and Twitter at [www.facebook.com/hotelfelix](http://www.facebook.com/hotelfelix) and [www.twitter.com/hotelfelix](http://www.twitter.com/hotelfelix).

### **More about TravelClick, Inc.**

TravelClick ([TravelClick.com](http://TravelClick.com)) is the leading provider of revenue generating solutions for hoteliers across the globe. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 160 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, Dubai, Hong Kong, Houston, Melbourne, Orlando, Philadelphia, Shanghai, Singapore and Tokyo. Join TravelClick on Twitter and Facebook at [twitter.com/TravelClick](http://twitter.com/TravelClick) and [facebook.com/TravelClick](http://facebook.com/TravelClick).

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