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FOR IMMEDIATE RELEASE

TravelCLICK Hosts Industry Trend Webinar

First Half of 2008 Global Hotel Performance: Finding the Way Forward on August 6th

CHICAGO (July 29, 2008)—TravelCLICK, the leader in hotel ecommerce and business intelligence, will host a complimentary webinar titled "First Half of 2008 Global Hotel Performance: Finding the Way Forward." The webinar will reveal the first half of 2008 results based on TravelCLICK's proprietary eMonitor and eTrak market performance reports as well as forecast trends for the second half of 2008. In addition, the webinar will address how market dynamics have changed due to softening economic conditions—particularly in the U.S. and how stimulating occupancy through highly targeted local marketing is emerging as a best practice for hoteliers worldwide.

Scheduled for August 6, the global seminar offers two sessions:

- 9:00 - 10:00 AM US Central time (14:00 - 15:00 GMT)
- 1:00 - 2:00 PM US Central time (18:00 - 19:00 GMT)

The webinar agenda includes:

- Analysis of worldwide hotel performance and distribution channel mix for the first half of 2008
- Impact of changing economic conditions on global markets and consumer shopping behavior
- How hoteliers can leverage web marketing strategies to maintain and grow direct demand in slowed market

Trends and perspectives will be presented by TravelCLICK's industry experts Scott Farrell, Vice President, Revenue Strategy, and John Hach, Vice President, eMarketing Solutions. The seminar will be moderated by Barbara Taylor Carpender, President & CEO of Taylored Training and a frequent moderator for the Hospitality Sales and Marketing Association International (HSMIAI).

To register for this complimentary webinar, please visit <http://www.travelclick.net/press/event->

[calendar/index.cfm](#). Limited space is available. An archived version of the webinar will be available at the TravelCLICK website, and the detailed eMonitor and eTrak data will be published after the seminar.

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of ecommerce solutions that help hotels sell rooms smarter and 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 hotel marketing services featuring Internet marketing and GDS media. Serving the hospitality industry since 1999 and headquartered in the Chicago area, TravelCLICK has more than 13,000 customers in 140 countries.

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