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## **TravelCLICK Names The Strathcona Hotel as 2008 eMarketer of the Year** ***Knowing Secrets to eMarketing Increases Online Bookings and Boosts ROI***

**CHICAGO (January 27, 2009)** – Last night at an exclusive black-tie extravaganza celebrating travel and hospitality marketing excellence, TravelCLICK and the Hospitality Sales & Marketing Association International (HSMAI) named The Strathcona Hotel eMarketer of the Year for 2008. The award was presented before an audience of global industry leaders at the 2008 HSMAI Adrian Awards Gala in New York.

With 50% of its business generated from the web, The Strathcona was recognized for its creative, integrated strategy for driving demand and converting bookings online. It has also demonstrated superior marketing success by attracting new 18- to 34-year-old clients through social networking sites—with spill-over into older, affluent shoppers who also use these networks.

The 194-room Strathcona, located in the heart of downtown Toronto, implemented an innovative approach including focused search optimization, pay-per-click advertising, segment-specific promotions, a high-conversion booking platform, and a targeted social networking strategy that has delivered incremental market share and a 36-to-1 return on investment.

Accepting the award for The Strathcona Hotel was Ashok Narula, General Manager. “We are honored to receive the eMarketer of Year Award,” said Narula. “The Strathcona has worked diligently to find the right balance of online marketing strategies, especially when it comes to our presence in the social networking world. As communities on the web become the standard for connecting online, it is vital to understand how to leverage that channel for capturing profitable, and repeatable, business.”

During the gala, TravelCLICK unveiled the industry’s first blog dedicated to helping travel marketers navigate marketing waters with tips and secrets. The blog, [www.travelmarketingsecrets.com](http://www.travelmarketingsecrets.com), offers industry professionals an opportunity to share ideas on everything from direct mail and customer relationship management to website design and behavioral marketing.

Along with naming the 2008 eMarketer of the Year, TravelCLICK recognized the following winners in regional and chain categories:

- Asia/Pacific Region – Royal Plaza on Scotts, Singapore  
(<http://www.royalplaza.com.sg/>)
- Europe/Middle East/Africa Region – Aria Hotel, Prague  
(<http://www.ariahotel.net/>)
- Americas Region – The Strathcona Hotel, Toronto  
(<http://www.TheStrathconaHotel.com/>)
- Chain Category – Raffles Hotels & Resorts, Singapore  
(<http://www.raffles.com/>)

“The industry as a whole has a heightened understanding of the web’s increasingly important role in hotel marketing,” said Andrew Mantis, Sr. Vice President of Marketing and Product Management for TravelCLICK. “The eMarketer of the Year Awards illustrate that the space is continually changing, offering new challenges and new opportunities. Successful organizations know the secrets to harnessing the power of the web and its evolving character to drive demand, gain a competitive edge, and generate higher revenues. We salute our 2008 entrants and the category finalists, and congratulate The Strathcona Hotel for its outstanding achievement.”

Sponsored by TravelCLICK, the eMarketer of the Year Awards focus on hotel booking performance and growth driven by effective online marketing, including enhanced website design, organic and paid search strategy, and new online strategies such as channel extension and community development.

To learn the secrets of hotel emarketing, visit [www.travelmarketingsecrets.com](http://www.travelmarketingsecrets.com) .

#### **About TravelCLICK**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of ecommerce solutions for hotels worldwide. A uniquely comprehensive one-stop solution, TravelCLICK offers market intelligence, distribution, electronic marketing, and media solutions. With revenue optimization experts in every global market, TravelCLICK creates a personalized solution that delivers superior hotel performance by driving demand and turning more shoppers into high-value guests. Serving the hospitality industry since 1999, TravelCLICK has more than 13,000 customers in 140 countries and offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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