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FOR IMMEDIATE RELEASE

TRAVELCLICK® Names Joie de Vivre Hospitality as 2009 eMarketer of the Year

California's largest boutique collection honored for creative combination of marketing strategies—driving an over 50 percent increase in web business

CHICAGO (February 2, 2010) — Last night, the global leaders in the world of hospitality assembled in New York for the Hospitality Sales & Marketing Association International (HSMAI) Adrian Awards Gala to recognize inspiring best practices in sales and marketing for the hospitality industry. During the black-tie event, TRAVELCLICK®, the leader in hotel ecommerce solutions, and HSMAI named Joie de Vivre Hospitality the 2009 eMarketer of the Year—a recognition that reflects the superior ability to attract and convert guests through the industry's most effective channel, the web. Joie de Vivre is the first—and only—repeat winner of the eMarketer of the Year award. The company received the award also in 2006.

Sponsored by TRAVELCLICK, eMarketer of the Year recognizes the best integrated emarketing program in the hotel industry. Contenders were judged on the strength of their web presence and booking performance driven by world-class online marketing, including website design, search marketing, emerging channels, and community development through social marketing.

Despite a recessionary economy in 2009, Joie de Vivre increased web traffic by 65 percent and grew web business by over 50 percent. The largest collection of boutique hotels in California, the chain has 35 hotels that span from the northern wine country to San Francisco to Silicon Valley and down the coast to Los Angeles. Using a creative combination of strategies, including integrated brand campaigns, alternate channels, social marketing, search engine optimization, and pay-per-click advertising—coupled with an enhanced web platform and booking engine, and strong relationships with third-party sites—Joie de Vivre has demonstrated extraordinary success in driving demand and converting bookings online.

Joie de Vivre, who won in the competition's Chain category to qualify for the overall award, has been exemplary also in its use of social networking to grow business. From its "Five Little Words" contest on Facebook to a "Sowing the Seeds of Love" earth-friendly Valentine's package, the company has evolved social networking into a true booking channel. Their "Twitter Tuesday" and "Facebook Friday" campaigns delivered more than 1,000 room nights and expanded an already loyal community to over 10,000 fans and followers.

Accepting the award for Joie de Vivre was Chief Revenue Officer Linda Palermo. “We are delighted to receive the eMarketer of Year Award,” said Palermo. “Joie de Vivre has worked hard to understand how and where our potential guests are shopping—and which channels will bring us the greatest return at the lowest cost. We are pleased with how rapidly we’ve been able to connect guests to our brand online to generate high-value, repeat business.”

Along with naming the 2009 eMarketer of the Year, TRAVELCLICK recognized the following winners in the finalist regional and chain categories:

- Asia/Pacific Region: **Zeavola Resort**, Phi Phi Island, Thailand (www.zeavola.com)
- Europe/Middle East/Africa Region: **Hotel Stureplan**, Stockholm, Sweden (www.hotelstureplan.se)
- Americas Region: **The Westin Copley Place**, Boston, Massachusetts (www.westin.com/copleyplace)
- Chain Category: **Joie de Vivre Hospitality**, San Francisco, California (www.jdvhotels.com)

“In 2009, and more than any year before, we’ve seen the Internet come of age—marking what many have called, ‘the decade of digital disruption,’” said John Hach, Senior Vice President of TRAVELCLICK’s Digital Agency. “Today, effective emarketing is a serious science that demands true expertise. All of our contenders for the 2009 eMarketer of the Year Award have leveraged this marketing science for maximum value. We applaud them, our category finalists, and winner Joie de Vivre for their tenacious use of proven strategies that drive revenue, build brand, and expand community.”

During the gala, TRAVELCLICK also unveiled its new community, [Hotel Conversations](http://HotelConversations.com), where hotels from around the world share insights and experiences for connecting hotels and guests. To watch their video stories and join in the dialogue, visit www.HotelConversations.com.

About TRAVELCLICK, Inc.

TRAVELCLICK (www.travelclick.net), the leader in hotel ecommerce solutions, provides a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers business intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase revenue and profitability. Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries with offices in Baltimore, Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo. Follow us on www.twitter.com/TRAVELCLICK_INC and www.facebook.com/TRAVELCLICK.

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