

Contact:
Katrina Pruitt-Andrews
+1 410 257 9154
kpandrews@travelclick.net

FOR IMMEDIATE RELEASE

Emotional Connections Will Shape Hospitality Marketing in 2009
*TravelCLICK Helps Hotels Make the Connection and Nurture Customer Relationships;
Honored by Industry Leaders With Six Adrian Awards*

CHICAGO (February 9, 2009) One thing is certain in today's uncertain economy: the companies that will thrive are not those that pull back on marketing. The successful companies will be those doing more with less—making sure every marketing dollar is working for them. In a recessionary climate, marketing dollars are best spent on measurable solutions that deliver customized messages and make an emotional connection with buyers.

That was the consensus at this year's Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards, the industry's largest and most prestigious competition recognizing excellence in hotel marketing. At the January event, industry leaders recognized the trend toward measurable and relationship-based strategies, including personalized direct mail, e-mail marketing, customized landing pages, behavioral profiling, and online communities. These strategies enable companies to engage buyers emotionally, deliver brand experiences, and form ongoing relationships. Competing with more than 1,300 entries from around the world, TravelCLICK was honored with six Adrian Awards for its success in helping hotel customers reach these goals—through superior hotel website design and integrated marketing campaigns that truly engage customers in a personal, and cost-effective, way.

A common theme at the Adrian Awards Gala was the importance of social networking for hotels. From Facebook® to TripAdvisor®, the industry is actively leveraging these networks to build relationships with customers across web-based communities. Based on a survey by Forrester Research, when faced with a recession, over 40 percent of marketers would increase spending on each of the following, often at the expense of display advertising: social networking, user-generated content, email marketing, and blogging. Search marketing also ranked high at about 38 percent, with over 80 percent planning to spend at the same level or increase spending on search marketing.

"Marketers who focus on using the right tools to nurture customer relationships, getting the most out of every dollar spent, will be well-positioned to come out of a recession gaining share," said Andrew Mantis,

TravelCLICK's Senior Vice President of Product Management and Marketing. "They will know how to target the right consumer, at the right time, and at the right place—whether it's on a social network, a third-party website, or a search engine. TravelCLICK works with our customers to build these holistic strategies and most importantly, to optimize conversion in any kind of economy."

TravelCLICK's award-winning websites for this year's Adrian Awards competition include:

- Aria Hotel, Prague (www.ariahotel.net)
- Clinton Hotel & Spa, South Beach (www.clintonsouthbeach.com)
- Floridays Resort, Orlando (www.floridaysresortorlando.com)
- U Chiang Mai Hotel, Bangkok (www.uhotelsresorts.com)

Award-winning integrated campaigns include:

- Raffles Hotels & Resorts, (www.raffles.com)
Integrated Market Campaign for GDS and Travel Agents (B2B)
- The Strathcona Hotel, Toronto (www.thestrathconahotel.com)
Integrated Market Campaign for Consumers (B2C)

TravelCLICK's complete hotel marketing services include website design, content management, search engine optimization, pay-per-click and GDS advertising, email marketing, and linking strategies that increase online bookings and enhance hotel profitability. Along with TravelCLICK's award-winning iStay web booking engine, these solutions provide hotels with the highest converting platform on the web. Recently, the company unveiled the industry's first blog dedicated to helping travel marketers navigate marketing waters with tips and secrets. The blog, 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.

About TravelCLICK

TravelCLICK, 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 market intelligence, distribution, electronic marketing, and media 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 13,000 customers in 140 countries with offices in Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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