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FOR IMMEDIATE RELEASE

## **Travel 2.0 Enhancements From TravelCLICK Keep Hotel Shoppers on Property Websites, Increase Conversions**

*Superior guest experience delivers more bookings, increased revenue*

**CHICAGO (June 17, 2008)** — [TravelCLICK](#), Inc., the leading provider of ecommerce solutions for the global hotel industry, has announced the release of its new Travel 2.0 online tools. The new tools—including Real Guest Reviews™, local Destination Guides with Trip Sharing, RSS Manager, and Mobile-Optimized Web Pages—leverage the social networking trend to create website “stickiness” and increase [online reservation](#) conversions by enriching the Internet shopper experience. The latest enhancements to TravelCLICK’s Hospitality Toolkit® content management system, the new modules complement the upcoming version of TravelCLICK’s award-winning iStay [booking engine](#). With iStay, shoppers can schedule property-level activities like spa appointments, tennis lessons, and dining reservations, creating a superior online guest experience that drives higher online revenue.

“TravelCLICK’s new Travel 2.0 [Internet marketing](#) and booking tools enable hoteliers to keep guests on their sites longer in order to convert more bookings and increase revenue,” said Shane Ettestad, Vice President, Internet Marketing Solutions for TravelCLICK. “When guests can read actual hotel reviews from the industry’s most popular review sites on a property’s website—as well as browse an in-depth Destination Guide of recommended sightseeing, nightlife, and activities—their online experience is enhanced, and they are less likely to surf other websites.”

TravelCLICK’s new Travel 2.0 tool set includes:

- Real Guest Reviews™
- Destination Guides With Trip Sharing
- Mobile-Optimized Web Pages
- RSS Feed Manager

### **Real Guest Reviews keep shoppers on your site**

Real Guest Reviews enable potential guests to view actual 'featured guest reviews' from major travel websites right on a hotel's home page without using multiple searches. Shoppers can also view more details within the hotel website, keeping them engaged on the property site. Using the Hospitality Toolkit®, reviews are automatically put into a queue for the hotel's review. The property can quickly select reviews to post on its website with just one click. For a complete assessment of a hotel's online presence, TravelCLICK also provides SearchVIEW™, a comprehensive reputation management system. SearchVIEW proactively monitors a property's web presence and online marketing effectiveness on top search engines, meta travel search sites, and Internet guest comment channels for more effective online strategies and faster responses to guest issues.

### **Destination Guides enrich property sites**

TravelCLICK's Destination Guides with Trip Sharing engage visitors to keep them on the property's website longer—increasing booking profitability by providing valuable information and opportunities for social media trip sharing. The Destination Guides are comprehensive and completely integrated into the hotel's website developed on TravelCLICK's Hospitality Toolkit. The guides are pre-populated and regularly updated to make implementation fast and simple. Hoteliers can customize the guide as much as they want. Guests can submit their trip favorites in any category. The 200+ page guides, along with regularly updated trip-sharing posts, make a hotel's website much more attractive to search engines – thus increasing rankings.

### **Mobile-Optimized Web pages reach travelers on the move**

TravelCLICK's Mobile-Optimized Web pages are designed to provide key information to both business and leisure travelers on smart phone devices, such as Palms and BlackBerrys. HTML-based Mobile-Optimized Web pages offer on-the-go help for users such as hotel address, contact information, maps, and directions through an <http://mobile.hotelname.com> URL.

### **RSS Feed Manager keeps best guests loyal**

With the RSS Manager, guests sign up to receive the latest news and promotions via email—special offers, new packages, or special events are distributed instantly worldwide. Plus, hoteliers can use this feature to ensure the press is up to date on the hotel's latest news. The RSS Manager empowers RSS feeds for applications across the entire Hospitality Toolkit platform such as Specials, Packages and Press Releases.

All of the new Travel 2.0 modules are enhancements to TravelCLICK's Hospitality Toolkit platform. They are designed to drive higher revenue for hoteliers by engaging guests on the hotel website longer with a personalized online user experience that results in increased conversions. When combined with TravelCLICK's award-winning web design and user-oriented iStay web booking engine, this powerful user-focused solution will deliver more guests at a higher value.

**About TravelCLICK, Inc.**

TravelCLICK ([www.travelclick.net](http://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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