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FOR IMMEDIATE RELEASE

## New Online Competitive Intelligence Tool Enables Hotels to See Themselves as Consumers Do

*TravelCLICK Expands Suite of Market Intelligence to Include Online Presence Tracking*

CHICAGO (June 25, 2007) — TravelCLICK Inc., the leading provider of emarketing solutions for the hotel industry, is expanding its suite of market intelligence solutions with SearchVIEW, a powerful online market intelligence tool that showcases the effectiveness of a hotel's search engine optimization and pay-per-click campaigns, online travel agency placement, and online customer reviews. The online presence tracking tool will literally take the guesswork out of the online environment, giving hotels a competitive advantage by allowing them to see themselves as consumers do.

SearchVIEW will enable hotels to see exactly how online travel shoppers view their property and its competitive set — from search rank and third-party websites to consumer ratings — using a single, easy-to-navigate web-based application. Views included are:

- Search Engine – Tracks pay-per-click (PPC) and search engine optimization (SEO) campaigns and monitors trademark infringement;
- Online Travel Agents and Online Travel Meta Search – Enables hoteliers to view hotel placement; and
- Customer Review – Allows hotels to see the average score for both the hotel and its competitive set on multiple customer review sites and view what customers are saying about the property.

“As search performance and consumer-developed content continue to drive online consumer travel purchasing behavior, online strategy involves much more than merely having a website and buying a few key words,” said Scott Farrell, Vice President of Revenue Strategy at TravelCLICK. “An effective strategy must take into account the factors that influence online consumer travel buying behavior — how your hotel is viewed, how the competition is presented, and what consumers are saying about your property. With SearchVIEW, we have leveraged our experience across our competitive intelligence, emarketing and reservations services portfolio to create an interactive tool that enables hotels to view the online environment from the customer perspective and act immediately to ensure their property is positioned to maximize their revenue from the Internet.”

SearchVIEW's personalized dashboard presents information in an easy-to-view format and gives users options to view different types of graphs as well as the ability to add or change various attributes, such as alerts and websites to monitor. Alerts can be set to monitor daily or weekly changes and can be illustrated on the dashboard or emailed directly to users.

SearchVIEW is an integral component in TravelCLICK's expanded Internet marketing strategy that is being accelerated with the recent acquisition of Blue Square Studios. With the introduction of SearchVIEW, TravelCLICK increases its commitment to the power of Internet marketing combined with competitive intelligence and delivers the most comprehensive suite of market intelligence solutions in the hospitality industry.

Sign up to receive TravelCLICK news by email or through RSS distribution at <http://travelclick.mediaroom.com/>.

**About TravelCLICK, Inc.**

TravelCLICK ([www.travelclick.net](http://www.travelclick.net)) is the leading provider of emarketing 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 marketing services. Serving the hospitality industry since 1996 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

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