

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

Jerome Wise/LONDON
+44 79 700 100 80
jwise@travelclick.net

FOR IMMEDIATE RELEASE

Internet Marketing Seminars Help UK Hoteliers Navigate a Complex Environment

TravelCLICK educates hoteliers on how to attract and convert online shoppers in today's economy

CHICAGO/LONDON (7 July 2009) With United Kingdom hotel revenue in a slump—down 30% so far this year—hoteliers are looking for strategies that can help them thrive in this slow market. TravelCLICK is offering local London hoteliers a free seminar on Internet marketing best practices on Tuesday, 14 July at the Royal Lancaster Hotel in London. Attendees will learn about the latest trends in their region, how social networking sites—such as Facebook and Twitter—can increase online visibility and engage guests, and how to leverage search marketing for maximum return on investment.

Part of a global series held in Hong Kong, Barcelona and Madrid, and now the United Kingdom, the seminars will focus on practical strategies and tactics that empower hotels to start booking more business, regardless of the economy. Topics include:

- Web basics: Creating an effective design, compelling content, and the ability to convert shoppers
- Effective search marketing: Maximizing organic and pay-per-click campaigns
- Social media: Marketing smart to leverage the power of this free channel
- Global reach: Attracting shoppers outside your geography
- Online booking: Using your booking engine to increase the booking value of each guest

Guest speakers include representatives from Google™, TripAdvisor®, and Translations.com.

Date/Time: 14 July 2009
Session 1: 9:30am – 1:00pm
Session 2: 2:30pm – 6:00pm

Location: Royal Lancaster Hotel (www.royallancaster.com)
Hyde Park, London ([Map](#))



To Register: Send an email to Alma Hayes at ahayes@travelclick.net or call +34 93 550 9002 and indicate which session you will attend.

With more than 30 awards for hotel website design and online marketing in 2008, TravelCLICK will share its expertise and proven strategies for driving direct demand with during these seminars. Its comprehensive suite of Internet marketing solutions includes award-winning website design, content management, search engine optimization, pay-per-click advertising and social marketing optimization.

To support hoteliers, TravelCLICK also offers a free white paper on smart-pricing for tough economic times. Go to www.travelclick.net/GetAhead to learn more.

About TravelCLICK, Inc.

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 14,000 customers in 140 countries with offices in Barcelona, Baltimore, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

###

TravelCLICK is a registered trademark of TravelCLICK, Inc. All other marks are property of their respective owners.