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FOR IMMEDIATE RELEASE

## TravelCLICK to Share Keys for Boosting Electronic Revenue at HEDNA's Annual ASPAC Meeting

*Paul Southey, TravelCLICK's Vice President of Asia Pacific, will present strategies hotels have used to outperform the market by 34% in the region*

**CHICAGO AND MELBOURNE** (July 15, 2009) – Despite today's global financial woes, opportunities are rife for hoteliers to increase revenue through electronic distribution. The annual Asia Pacific (ASPAC) meeting of the Hotel Electronic Distribution Network Association (HEDNA), to be held July 23, 2009, at the Grand Hyatt Singapore, will focus on how "e-nnovating"—leveraging innovations in electronic marketing—can spell success in any kind of economy. The meeting brings together leading experts in hotel distribution, along with representatives from the region's top hotels, to share best practices and actionable strategies for driving electronic RevPAR.

Opening the roster of speakers is Paul Southey, Vice President of Asia Pacific for TravelCLICK, the global leader in hotel ecommerce solutions. With 25 years in the hospitality industry, Southey has advised leading regional brands as well as independent hotels in creating, implementing, and measuring electronic channel strategies to achieve revenue goals.

"With the global economic crisis, occupancy continues to be a challenge for hotels in the Asia-Pacific region, as well as for other areas of the world," said Southey. "With fewer consumers traveling, and those who are more value-conscious than ever, success hinges on strategies that drive more bookings and protect both RevPAR and market share. Maximizing the potential of electronic distribution channels is key to minimizing the impact of a slow economy."

How important is electronic distribution as a means of gaining reservations and boosting revenue?

Representing almost 30% of hotelier bookings, the global distribution systems (GDS) delivered over 115 million room nights with a revenue value of almost \$20 billion in 2008, as reported by TravelCLICK.



TravelCLICK has a proven track record in the ASPAC region. Recent statistics reflect the success of Asia Pacific hotels that are leveraging TravelCLICK's distribution solution and revenue optimization expertise. Year to date, these hoteliers have outperformed the market by 34%.

Along with its distribution solution, many ASPAC hotels are also using TravelCLICK's hotel Internet Marketing Solutions to increase bookings by attracting and converting online business directly through their websites. The comprehensive suite includes award-winning website design, content management, search engine optimization, pay-per-click advertising, and social marketing optimization.

#### **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.

#### **About HEDNA**

The Hotel Electronic Distribution Network Association is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet, and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 202-204-8400 or by visiting [www.hedna.org](http://www.hedna.org).

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