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FOR IMMEDIATE RELEASE

TravelCLICK Hosts Webinar on Second Quarter 2009 Global Hotel Performance: Preparing Hotels for the Long Road Back

CHICAGO (August 18, 2009)—If the latest numbers are any indication, the hospitality industry is beginning to turn the corner. Recent reports show significantly smaller rates of decline, indicating that the economic downturn is beginning to loosen its hold. Most significantly, direct web bookings have increased 8.9% for year to date June, as measured for independent hoteliers worldwide. TravelCLICK, the leader in hotel ecommerce and business intelligence, will host a complimentary webinar titled "Second Quarter 2009 Global Hotel Performance: Preparing Hotels for the Long Road Back" on August 25 and 26. The webinar will reveal second quarter 2009 hotel ecommerce results and future trends based on TravelCLICK's proprietary eMonitor and eTRAK market performance reports, as well as provide strategy recommendations that can help hotels prepare for what's next in order to maximize opportunity as we anticipate economic recovery.

The webinar will focus on these topics:

- Comparison of second quarter 2009 and first quarter 2009 results.
- Emerging trends from the past six months of hotel ecommerce performance.
- Requirements for industry recovery.
- Revenue management and electronic marketing best practices to successfully position hotels for recovery such as segmentation strategies targeting day of week travel.

Trends and perspectives will be presented by TravelCLICK's industry experts John Hach, Vice President, Media & Industry Relations and Kristi White, Director of Revenue Optimization. The seminar will be moderated by Barbara Taylor Carpender, President & CEO of Taylored Training and a frequent moderator for the Hospitality Sales and Marketing Association International (HSMIAI).

The global seminar offers three sessions to accommodate a range of time zones:

- August 26, GMT 2:00 (August 25, 9:00 PM Chicago)
Register [here](#).
- August 26, GMT 14:00 (August 26, 9:00 AM Chicago)
Register [here](#).
- August 26, GMT 18:00 (August 26, 1:00 PM Chicago)
Register [here](#).

To register, click on the session above that you would like to attend or visit our website at <http://www.travelclick.net/webinar/index.cfm>. To check the time for your local area, go to www.timeanddate.com. Limited space is available.

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net), 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 Baltimore, Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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