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FOR IMMEDIATE RELEASE

## Is the GDS Still a Good Investment for Hotels?

*TravelCLICK Webinar Will Answer This Question and Provide Insight on the Evolving Role of the Travel Agent Channel and Effectiveness of GDS Promotion*

**CHICAGO (September 10, 2009)** — TravelCLICK, the leader in hotel ecommerce solutions, will present a webinar for hoteliers on September 17<sup>th</sup> and 18<sup>th</sup> to review findings from its 2009 Global Travel Agent GDS Study. Conducted by Phoenix Marketing International (PMI), an independent marketing research firm, the biannual, global survey included 474 travel agents from 24 countries. Agents surveyed represent all four major Global Distribution Systems (GDSs)—Amadeus, Galileo, Sabre, and Worldspan. Findings will be presented by PMI research and analysis experts, Gregory Diaz, Vice President, and David Pluchino, Senior Research Manager.

The study was designed to evaluate travel agents' purchasing behavior and awareness of specific GDS media, as well as effectiveness of promotional messages in the current economy. TravelCLICK, together with the four GDS providers, commissioned the agent-focused study as a means to garner unbiased feedback on GDS promotional offers and their effectiveness.

The global webinar will answer such questions as:

- How often are travel agents using the GDS platform?
- How much are agents aware of, and satisfied with, promotional messages on the GDS?
- How are agents reacting to current economic conditions?

“Historically, TravelCLICK has been a strong supporter of the GDS as an effective promotional channel for influencing hotel purchases. As the distribution landscape has changed—magnified by economic uncertainty—it is important to validate the channel and uncover how agent behavior is changing,” said John Hach, Vice President of Media and Industry Relations for TravelCLICK. “This research provides independent third-party verification of the GDS channel role and its ability to provide opportunities for hoteliers. Survey results are key indicators for advising our hotel customers on how much—or how little—to invest in the GDS channel.”



Two sessions will be offered to accommodate a range of time zones:

- September 17, 2009 6:00 pm CDT  
Register [here](https://travelclick.webex.com/travelclick/onstage/g.php?d=926226709&t=a).  
(<https://travelclick.webex.com/travelclick/onstage/g.php?d=926226709&t=a>)
- September 18, 2009 9:00 am CDT  
Register [here](https://travelclick.webex.com/travelclick/onstage/g.php?d=925054355&t=a).  
(<https://travelclick.webex.com/travelclick/onstage/g.php?d=925054355&t=a>)

To register, click on the session above that you would like to attend or go to the Events Calendar on the TravelCLICK website at [www.travelclick.net](http://www.travelclick.net). In efforts to provide the most interactive forum for attendees, registrations will be limited for each session. To check the time for your local area, go to [www.timeanddate.com](http://www.timeanddate.com).

#### **About Phoenix Marketing International**

Phoenix Marketing International was founded in 1999 by Allen DeCotiis, Ph.D. and Martha Rea, MA. Phoenix is a privately held company. Phoenix has offices in Rhinebeck, (NY), Somerset (NJ), Detroit, Boston, Salisbury (MD), Chicago, Los Angeles, Tampa, Connecticut, and Miami. Phoenix was founded to integrate industry expertise, research, direct marketing, modeling, and multicultural expertise to help clients address their marketing needs. Through a combination of industry experience, research, marketing, analytic modeling and multicultural expertise, Phoenix partners with its clients to solve complex business issues and achieve a significant return on marketing investment.

#### **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 business intelligence, distribution and demand solutions, and digital agency services 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.

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