

Contact:  
Katrina Pruitt-Andrews  
+1 410 257 9154  
[kpandrews@travelclick.net](mailto:kpandrews@travelclick.net)

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## **TRAVELCLICK® Wins 18 W3 Awards for Creative Excellence in 2009 Website Design Competition**

*Another stand-out performance underscores the effectiveness of  
TRAVELCLICK's industry-leading Digital Agency*

**CHICAGO (October 22, 2009)**— TRAVELCLICK®, the leader in hotel ecommerce solutions, has brought home 18 awards for website design excellence in the 2009 W3 Awards competition, honoring creative excellence on the Web. Sanctioned and judged by the International Academy of Visual Arts (IAVA), this year's competition drew nearly 3,000 entries from around the world. TRAVELCLICK received 17 Silver awards in the Hotel and Lodging category and the Gold award in the Restaurant category for the Smoods at HotelBLOOM! website ([www.smoods.net](http://www.smoods.net)). These 18 awards follow another recent honor for TRAVELCLICK—a record 20 awards for website design excellence in the Web Marketing Association's 2009 International WebAwards including the best hotel and lodging website for the Albert Hotel ([www.alberthotel.lv](http://www.alberthotel.lv)).

TRAVELCLICK's website design services are a key part of its Digital Agency, providing a complete suite of online marketing services and solutions that enable hotels to outsource their ecommerce departments. With Digital Agency, hotels have a one-stop resource for managing all electronic channels; planning and executing personalized, powerful digital marketing campaigns; increasing online visibility; and ultimately, booking more direct business on the Web. Along with website design, Digital Agency solutions include content management, search engine optimization, pay-per-click advertising, social marketing optimization, and integration with the award-winning web booking engine iStay®, as well as the industry's most complete—and measurable—travel agent media products.

“Working with TRAVELCLICK's team during the creation of our new website was a seamless, stress-free experience,” said Sandra Farreró, Director of Marketing for Silver-award-winner Hotel Rey Juan Carlos ([www.hrjuancarlos.com](http://www.hrjuancarlos.com)). “We felt taken care of, well advised, and understood. And the superb sales figures we are getting month after month indicate that the ROI for this project has truly been realized.”

Along with the SmoodS site, TRAVELCLICK-designed sites receiving awards include:

- The Granary Hotel ([www.thegranaryhotel.com](http://www.thegranaryhotel.com))
- Hotel Le Bleu ([www.hotelbleu.com](http://www.hotelbleu.com))
- Prima Hotels ([www.primahotels.co.uk](http://www.primahotels.co.uk))
- Off White ([www.offwhite.pl](http://www.offwhite.pl))
- Hotel Villa Magna ([www.hotelvillamagna.com](http://www.hotelvillamagna.com))
- Sala Resorts ([www.salaresorts.com](http://www.salaresorts.com))
- Jet Luxury Resorts ([www.jetluxuryresorts.com](http://www.jetluxuryresorts.com))
- Hotel Monteleone ([www.hotelmonteleone.com](http://www.hotelmonteleone.com))
- Hacienda Tres Rios ([www.haciendatresrios.com](http://www.haciendatresrios.com))
- Princess Yaiza Suite Hotel Resort ([www.princesayaiza.com](http://www.princesayaiza.com))
- Cretan Malia Park ([www.cretanmaliapark.gr](http://www.cretanmaliapark.gr))
- Dakota Mountain Lodge ([www.dakotamountainlodge.com](http://www.dakotamountainlodge.com))
- Trump Miami ([www.trumpmiami.com](http://www.trumpmiami.com))
- La Amada Hotel ([www.laamadahotel.com](http://www.laamadahotel.com))
- Hotel Rey Juan Carlos ([www.hrjuancarlos.com](http://www.hrjuancarlos.com))
- Sycuan Resort ([www.sycuanresort.com](http://www.sycuanresort.com))
- Savoy Suites ([www.savoySuites.com](http://www.savoySuites.com))

"We were incredibly impressed by the quality and creativity of this year's entries," said Linda Day, executive director of the IAVA. "W3 winners continue to set the bar in Web development and design, push the limits of Web advertising creativity, and advance the use of Web video. We are thrilled to have reviewed such a diverse and respected pool of work."

### **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 digital marketing 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 15,000 customers in 140 countries with offices in Barcelona, Baltimore, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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