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FOR IMMEDIATE RELEASE

TRAVELCLICK® Opens New Location in Baltimore, Maryland

*Expansion supports increased global demand for Digital Agency services
in the hospitality industry*

CHICAGO/BALTIMORE—(January 6, 2010) Despite the downturn in the tourism industry, hoteliers continue to see marketing direct to consumers through the web as a critical part of their business strategy. Today, more than 55 percent of hotel reservations are booked directly through hotel and corporate websites. To accommodate this demand and better serve its growing number of hospitality clients, TRAVELCLICK®—the leader in ecommerce solutions for the global hotel industry—has opened a new Digital Agency location in Baltimore, Maryland.

The new facility, at 1410 Key Highway, houses a talented group of designers, marketing experts, and Internet gurus who blend the art of design with the science of marketing hotels directly to online consumers. They are dedicated to serving the digital marketing needs of the hospitality industry, including improving website performance, expanding online visibility, enhancing guest engagement, and ultimately, increasing online bookings and profitability.

“Our new location is a positive indication of TRAVELCLICK’s financial strength and the growing importance of Internet marketing in the hospitality industry,” said Robert Post, TRAVELCLICK’s President and CEO. “Not only does this new presence help us support our customer-centric culture, it brings more jobs to the Baltimore area.”

TRAVELCLICK’s Digital Agency provides a one-stop source for planning and executing personalized, powerful hotel digital marketing campaigns. Along with website design, Digital Agency solutions include content management, search engine optimization, pay-per-click advertising, social marketing optimization, consumer review monitoring, and integration with TRAVELCLICK’s award-winning web booking engine, iStay®.

TRAVELCLICK™

In the coming months, TRAVELCLICK will add to its Baltimore team by recruiting world-class designers, Flash developers, media specialists, and programmers. The expanded team will support TRAVELCLICK's growing roster of global clients, including the industry's best-known chains, iconic properties, and independent hotels.

With 40 awards in the past year for website design, TRAVELCLICK was recently awarded the prestigious "Best Hotel & Lodging Website" by the Web Marketing Association for the Albert Hotel in Europe (www.alberthotel.lv).

About TRAVELCLICK

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. Follow us on www.twitter.com/TRAVELCLICK_Inc and www.facebook.com/TRAVELCLICK.

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