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FOR IMMEDIATE RELEASE

TRAVELCLICK® Hosts Webinar on First Quarter 2010 Global Hotel Performance: *Creating Competitive Advantage Within Social and Mobile Media Channels*

CHICAGO (May 19, 2010)—New data confirms earlier predictions that the global hospitality industry is entering a period of modest growth. At the same time, emerging social and mobile marketing channels are creating clear opportunities to attract and retain a rapidly growing audience of discretionary guests. First quarter results reflect a sustaining trend, illustrating the need for hotels to develop scalable strategies around guest engagement throughout the pre-stay, post-stay, and on-site property experience. TRAVELCLICK®, the leader in hotel ecommerce and business intelligence, will address these and other noteworthy trends on May 25 and 26 in a free webinar entitled “First Quarter 2010 Global Hotel Performance: Creating Competitive Advantage Within Social and Mobile Media Channels.”

The webinar will highlight first quarter hotel performance results and future trends based on TRAVELCLICK’s proprietary eMonitor and eTRAK market performance reports. It will also provide specific recommendations to help hotels plan and execute effective strategies in creating competitive advantage throughout 2010 and beyond.

Key topics will include:

- Review and analysis of first quarter 2010 global hotel performance and key indicators for the rest of the year
- Regional analysis of key source markets throughout the world
- Case study highlighting best practices in social media channels
- Methods for capturing a loyal mobile booking audience

Trends and perspectives will be presented by TRAVELCLICK’s industry experts John Hach, Senior Vice President, Digital Agency, 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 (HSMAI).

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

- May 25, 9:00 PM Chicago (GMT—26 May, 02:00)
Register [here](#).
- May 26, 9:00 AM Chicago (GMT—26 May, 14:00)
Register [here](#).
- May 26, 1:00 PM Chicago (GMT—26 May, 18:00)
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 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 Baltimore, Barcelona, Chicago, Dubai, Houston, Melbourne, Shanghai, and Tokyo. Follow us on www.twitter.com/TRAVELCLICK_INC and www.facebook.com/TRAVELCLICK. TRAVELCLICK recently introduced the industry's first bookable boutique hotel mobile application, [StayHIP™](#).

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