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FOR IMMEDIATE RELEASE

**TRAVELCLICK® Weighs in on the Accelerating Role of Mobile Applications
at HSMAI Conference**

Revenue Management & Internet Marketing Strategy Conference on
June 21, 2010 in Orlando, FL

CHICAGO (June 18, 2010)—TRAVELCLICK®, the leader in hotel ecommerce, will present at the Hospitality Sales and Marketing Association International (HSMAI) “Revenue Management & Internet Marketing Strategy Conference,” to be held June 21, 2010, in Orlando, FL. Matthew Vice, TRAVELCLICK’s Director of Mobile Products, will be a guest expert on the panel discussion, “Mobile Marketing for Today and Tomorrow.” He will discuss the role of mobile for hotels in the overall marketing mix to create brand awareness, convert prospects, enhance customer relationships, generate viral marketing and drive the bottom line results. The discussion, designed to help hotels make sense of the many mobile technologies and platforms in today’s market, will take place 9:30–10:20 am at HSMAI conference that is co-located with the HITEC Exposition in the Orange County Convention Center.

“With almost \$80 million in mobile hotel bookings forecasted for this year, the mobile revolution is here—and the hotel industry is in a prime position to leverage its value as a booking and guest communication channel,” Vice said. “In particular, bookable mobile applications that target guest niches are one of the most cost-effective ways for hotels to reach customers in a highly targeted, and personal, way.”

Vice’s experience in the mobile environment includes leading TRAVELCLICK’s recent introduction of StayHIP™— the first bookable app for boutique, unique experience, and small luxury hotels. Developed with mobile innovator Mobiata, StayHIP caters to travelers who want to search for and book a more stylish or chic stay experience. It features hundreds of hotels across more than 170 cities in 45 countries worldwide and is available for free download to Apple’s iPhone and iPod Touch, as well as Google’s Android.

StayHIP is part of TRAVELCLICK's holistic mobile solution, which also includes mobile websites, mobile booking engines, and mobile advertising—all designed to help hotels reach the rapidly expanding mobile market. Today, nearly two-fifths of smart phone owners are researching leisure travel on their mobile devices, according to web analytics company Compete, Inc., while more than one-fourth have used their phone to book a hotel room.

For more information on the "Revenue Management & Internet Marketing Strategy Conference," or to view a full schedule, visit www.hsmaj.org/events. To learn more about TRAVELCLICK's powerful Demand and Digital Agency Solutions, stop by booth #115.

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.

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