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FOR IMMEDIATE RELEASE

## **TRAVELCLICK® Hosts Webinar on Second Quarter 2010 Global Hotel Performance: Emerging Trends for 2011 Budget Planning**

**CHICAGO (August 18, 2010)** — New hospitality shopping and reservation trends are emerging at an accelerated rate. The rapid rise of social media and mobile commerce channels warrant heightened focus, and require increased budgetary emphasis within the upcoming twelve to eighteen months. Where are the “best bets” for allocating 2011 funds? What emerging and declining channels require budgetary shifts? Where are opportunities to invest for higher net income, and competitive advantage? These questions and other relevant industry issues will be answered by TRAVELCLICK®, the leader in hotel ecommerce and business intelligence, on August 30th and August 31st in a free webinar entitled, “Second Quarter 2010 Global Hotel Performance: Emerging Trends For 2011 Budget Planning.”

The webinar will highlight second 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 second quarter 2010 global hotel performance
- Regional analysis of key source markets throughout the world
- Best practices in social and mobile channels
- Emerging trends for planning 2011 budgets

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:

- August 30, 9:00 PM, Chicago (GMT—31 August, 02:00)  
Register [here](#).
- August 31, 9:00 AM, Chicago (GMT—31 August, 14:00)  
Register [here](#).
- August 31, 1:00 PM, Chicago (GMT—31 August, 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](http://www.timeanddate.com). Limited space is available.

#### **About TRAVELCLICK, Inc.**

TRAVELCLICK ([www.travelclick.net](http://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](http://www.twitter.com/TRAVELCLICK) and [www.facebook.com/TRAVELCLICK](http://www.facebook.com/TRAVELCLICK). TRAVELCLICK recently introduced the industry's first bookable boutique hotel mobile application, [StayHIP™](#).

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