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FOR IMMEDIATE RELEASE

Call for Entries Now Open—TRAVELCLICK®'s 2010 eMarketer of the Year Award

Annual Competition Spotlights Innovation in Integrated Hotel eMarketing

CHICAGO (October 29, 2010)—TRAVELCLICK®, the leader in hotel ecommerce solutions, is again sponsoring the eMarketer of the Year competition, in partnership with the Hospitality Sales and Marketing Association International (HSMAI) and the Adrian Awards. The eMarketer of the Year Award, now in its tenth year, recognizes hotels that exhibit outstanding use of online channels to market their property and drive reservations. The award winner will have demonstrated the superior ability to attract and convert guests through the most effective electronic channels.

Entries will be judged by a panel of industry experts. Participants will be evaluated on the strength of their web presence and booking performance driven by world-class online marketing, including website design, organic and paid search, and emerging online strategies such as channel extension and social community development.

Awards will be presented January 31, 2011, at the HSMAI Adrian Awards Gala, an exclusive black-tie gala held at the Marriott Marquis in New York. Along with naming the 2010 eMarketer of the Year, TRAVELCLICK will recognize regional winners for the Asia/Pacific, Europe/Middle East/Africa, and Americas regions, as well as the top performer in the chain category.

Call for entries is now open for 2010 nominees. Enter online at www.travelclick.net/about/emarketer-of-the-year or send questions to emarketer@travelclick.net. Entries must be received by November 24, 2010.



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 and www.facebook.com/TRAVELCLICK.

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