

Contact:
Katrina Pruitt-Andrews
+1 410 865 9093
kpandrews@travelclick.net

FOR IMMEDIATE RELEASE

TRAVELCLICK® Named *Best of Industry Winner* in 2010 International WebAwards for the Second Consecutive Year

*Hong Kong's Harbour Grand Hotels Website—Designed to Enhance the Consumer Experience—
Exceeds Industry Standards and Generates a Marked Increase in Traffic*

CHICAGO, IL (November 12, 2010)—TRAVELCLICK®, the leader in hotel ecommerce solutions, today announced it has won 12 awards for excellence in website development—including the Best Hotel and Lodging Website Award—in the Web Marketing Association's 2010 International WebAwards competition. This marks the second-consecutive year that TRAVELCLICK has been named a Best of Industry winner; recognized alongside such iconic companies as Coca-Cola, Lexus, Walgreens, National Geographic Channel, and St. Jude Children's Research Hospital. Along with winning top honor in its industry category, TRAVELCLICK was also awarded three Outstanding Website and eight Standard of Excellence awards.

The 2010 WebAward competition received entries from more than 2,000 websites from 45 countries across 96 industry categories. Websites were judged based on design, copywriting, innovation, content, interactivity, navigation, and use of technology.

Of the TRAVELCLICK-designed website awards, highest honors went to Harbour Grand Kowloon Hotel in Hong Kong (<http://www.harbourgrand.com>), managed by Harbour Plaza Hotels & Resorts. A Best Hotel and Lodging Website Award indicates that the site exceeds industry standards in design and execution. The goal of the Harbor Grand Kowloon site was to make finding hotel information and completing a booking as simple as possible without compromising the design's luxurious look and feel—all while working seamlessly across four languages: Chinese, traditional Chinese, Japanese, and English.

"Designing a compelling, but highly functional, site was no easy task," said Jerome Wise, VP, Global Internet Marketing Services for TRAVELCLICK. "By using blended technologies, we could include highly detailed information about the hotel, yet at the same time, keep the design uncluttered and preserve the emotional pull of the hotel's striking images."

Thanks to TRAVELCLICK's innovative and industry-leading strategies, Harbor Grand's website has achieved the perfect balance of content and imagery for high performance. Since launch, the site has seen a 15% increase in organic search traffic in the last three months. It has drawn visitors from 171 countries and six continents, and the hotel now enjoys over 330,000 unique page views each month.

In addition to Best Hotel & Lodging Website, TRAVELCLICK-designed Outstanding Websites include:

- Essex Inn (www.essexinn.com)
- Grand Traverse Resort & Spa (www.grandtraverseresort.com)
- XV Beacon (www.xvbeacon.com)

Sites awarded Standard of Excellence include:

- Andara Phuket (www.andaraphuket.com)
- Château Bromont Resort Hotels (www.chateaubromont.com)
- Eastin Hotel Makkasan Bangkok (www.eastinbangkokhotel.com)
- Hotel Duval (www.hotelduval.com)
- Scent Hotel (www.thescenthotel.com)
- The Charles Hotel (www.charleshotel.com)
- The Hotel Veritas (www.thehotelveritas.com)
- The Umstead Hotel & Spa (www.theumstead.com)

TRAVELCLICK's website design services are a key part of its Digital Agency, providing a complete suite of online marketing services and solutions that enable hotels to outsource their ecommerce departments. With Digital Agency, hotels have a one-stop resource for managing all electronic channels; planning and executing personalized, powerful digital marketing campaigns; increasing online visibility; and ultimately, booking more direct business on the web. Along with website design, TRAVELCLICK Digital Agency solutions include content management, search engine optimization, pay-per-click advertising, social marketing optimization, and integration with the award-winning web booking engine iStay®, as well as the industry's most complete—and measurable—travel agent media products.

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.

#