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FOR IMMEDIATE RELEASE

TRAVELCLICK® Hosts Webinar on Third Quarter 2010 Global Hotel Performance: 2011 Preview, Ramping Up with New Interactive Marketing Strategies

CHICAGO (November 18, 2010) — The digital landscape is constantly changing, and hoteliers today are faced with a myriad of solutions that will be integral components in their 2011 strategy. How can hotels leverage the latest Internet innovations? What does the convergence of social media and m-commerce mean for online bookings? Will the latest “all-the-buzz” app deliver on ROI? These questions and other relevant industry issues will be answered by TRAVELCLICK®, the leader in hotel ecommerce and business intelligence, on December 1st and December 2nd in a free webinar entitled, “Third Quarter 2010 Global Hotel Performance: 2011 Preview, Ramping Up with New Interactive Marketing Strategies.”

The webinar will highlight third 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 strategies to maximize profitability in 2011 and beyond.

Key topics will include:

- Review and analysis of third quarter 2010 global hotel performance
- Regional analysis of key source markets throughout the world
- Impact of new innovations such as Google Instant and social-mobile media integration
- How to evaluate the direct booking value of interactive advertising and remarketing

These topics, 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 (HSMIAI).

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

- December 1, 9:00 PM, Chicago (GMT—2 December, 03:00)
Register [here](#).
- December 2, 9:00 AM, Chicago (GMT—2 December, 15:00)

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Register [here](#).

- December 2, 1:00 PM, Chicago (GMT—2 December, 19:00)
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 and www.facebook.com/TRAVELCLICK.

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