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FOR IMMEDIATE RELEASE

## **TRAVELCLICK® Hosts Webinar on Fourth Quarter 2010 Global Hotel Performance**

*2011 Hotel Industry Trends and Best Practices, New Methods to Create Sustaining Competitive Advantage*

**CHICAGO (February 14, 2011)** — As economic recovery continues, there are clear indications the future will be distinctly different from the past. Mobile, social, and tablet platforms are converging, requiring new best practices that reshape strategies to capture and maintain competitive advantage. What new hotel industry trends are important and sustaining? Which best practices are imperative to adopt and follow? These questions and other relevant industry issues will be answered by TRAVELCLICK®, the leader in [hotel ecommerce](#) and [business intelligence](#), on February 23<sup>rd</sup> and February 24<sup>th</sup> in a free webinar entitled, “2011 Hotel Industry Trends and Best Practices, New Methods to Create Sustaining Competitive Advantage.”

The webinar will highlight fourth quarter hotel performance results and future industry trends based on TRAVELCLICK’s proprietary eMonitor and eTRAK market performance reports. It will also provide specific recommendations to help plan and execute [hotel marketing strategies](#) to maximize profitability in 2011 and beyond.

Key topics will include:

- Review and analysis of fourth quarter and full year 2010 global hotel performance
- Regional analysis of key source markets throughout the world
- Impact and prediction of economic recovery within key global markets
- Key emergent best practices requiring resource and adoption

These topics, trends, and perspectives will be presented by TRAVELCLICK’s industry experts, John Hach, Senior Vice President, Marketing Solutions, 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:

- February 23, 9:00 PM, Chicago (GMT—24 February, 03:00)  
Register [here](#).
- February 24, 9:00 AM, Chicago (GMT—24 February, 15:00)  
Register [here](#).
- February 24, 1:00 PM, Chicago (GMT—24 February, 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](http://www.timeanddate.com). Limited space is available.

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

TRAVELCLICK ([www.travelclick.com](http://www.travelclick.com)), 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](#), [reservations solutions](#), and [digital marketing](#) 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).

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