



TravelClick™

7 Times Square
38th Floor
New York, NY 10036

P 847 585 5000
www.travelclick.com

CONTACT INFO:

Lauren Holmes
404.941.1915
laholmes@travelclick.com

Danielle DeVoren
KCSA Strategic Communications
212.896.1272
ddevoren@kcsa.com

For immediate release

Travel Agents Increase Use of GDS to Book Hotel Rooms

GDS Promotional Messages Most Effective Way to Reach and Influence Travel Agents at Point of Sale

NEW YORK – December 20, 2011 – Findings from the 2011 Global Travel Agent GDS Study, a bi-annual survey of global travel agents commissioned by TravelClick (www.TravelClick.com), the leading global provider of revenue generating solutions for hoteliers, clearly demonstrates how crucial Global Distribution System (GDS) platforms and GDS Shopping Displays are to travel agents:

- 84 percent of respondents indicated that they were using their GDS platform the same amount or more often than in the past, with 35 percent stating that they are using GDS more.
- 75 percent of respondents indicated that they were using GDS Shopping Displays the same amount or more often than in the past, with 27 percent stating that they are using GDS Shopping Displays more.

This represents a significant change since the study was last conducted in 2009, where 26 percent of travel agents stated that they used their GDS platform more often than in the past and 19 percent said they used the GDS Shopping Displays more often than before. The study also reaffirms TravelClick's projection that annual GDS hotel bookings will surpass \$50 million in 2011, an increase of more than 1 million incremental bookings from 2010.



“Travel agents are increasing GDS hotel use, and have once again confirmed their confidence in GDS Shopping and Booking Displays,” remarked John Hach, Senior Vice President, Global Product Management at TravelClick. “As the GDS channel produces one of the highest average daily rates of any booking channel, there is a huge opportunity for hoteliers to influence travel agents through the GDS at the point-of-sale.”

The survey was conducted by Phoenix Marketing International, an independent marketing research firm. Travel agents in 25 countries across the Americas, EMEA (Europe/Middle East/Africa) and Asia/Pacific regions who subscribe to one of the four major GDS systems were asked to participate. Agents surveyed utilize all four major Global Distribution Systems (GDSs) – Amadeus, Galileo, Sabre, and Worldspan. The survey window opened on October 15, 2011 and closed on November 4, 2011. The study elicited 495 responses globally.

In the survey, travel agents worldwide also indicated that promotional messages are effective and often prompt bookings:

- 66 percent of all travel agents surveyed who were aware of promotional messages requested additional information by looking at the screen attached to the promotional message.
 - 68 percent of these same travel agents looked inside the GDS systems for additional information.
- Among all travel agents aware of their system’s promotional messaging:
 - 46 percent made a North American booking in the past three months as a result of that messaging.
 - 44 percent made a non-North American booking in the past three months as a result of that messaging.

“This survey definitively shows that promotional messages are not only an excellent way to reach travel agents, but also a valuable sales catalyst,” continued Hach. “The data demonstrates that if the messages are reaching the agent, they are also reaching the customer; it’s a chain reaction which translates into concrete sales around the world. As hotels plan their marketing and sales activities for 2012, investing in the GDS channel will undoubtedly prove to be a crucial component.”



TravelClick™

7 Times Square
38th Floor
New York, NY 10036

P 847 585 5000
www.travelclick.com

About TravelClick, Inc.

TravelClick (www.TravelClick.com) is the leading provider of revenue generating solutions for hoteliers across the globe. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 140 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, London, Dubai, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us on www.twitter.com/TravelClick and www.facebook.com/TravelClick.

About Phoenix Marketing International

Founded in 1999, Phoenix Marketing International (www.PhoenixMI.com) is one of the fastest growing marketing research firms in the United States. With offices across the country and in Europe and partnerships with many of the largest companies in the financial services, consumer package goods, automotive, healthcare, media, technology and travel and leisure industries worldwide, PMI also offers advanced advertising and brand measurement along with direct marketing expertise.