



**TravelClick™**

7 Times Square  
38th Floor  
New York, NY 10036

P 847 585 5000  
[www.travelclick.com](http://www.travelclick.com)

**CONTACT INFO:**

Lauren Holmes  
404.941.1915  
[laholmes@travelclick.com](mailto:laholmes@travelclick.com)

Danielle DeVoren  
KCSA Strategic Communications  
212.896.1272  
[ddevoren@kcsa.com](mailto:ddevoren@kcsa.com)

**TravelClick Hosts Webinar—2011 Third Quarter Global Hotel Industry Update:  
*Creating Customer Value Beyond the Discount***

**Complimentary Webinar Taking Place November 29 & 30, 2011**

NEW YORK (November 17, 2011) – The days of rampant rate slashing should be behind hotels now. However, consumers are still searching for the best value when they shop.

What should your hotel be doing to create value? How can you use value differentiators to grow your revenue? These questions and other relevant industry issues will be answered by TravelClick® ([www.travelclick.com](http://www.travelclick.com)), the leader in reservations management, marketing and [business intelligence](#), on November 29 and November 30 in a complimentary webinar entitled, "2011 Third Quarter Hotel Industry Update: Creating Customer Value Beyond the Discount."

The webinar will highlight third quarter hotel performance results and industry trends based on TravelClick's proprietary eMonitor and eTRAK market performance reports. New this quarter, the presentation will also include forward-looking demand and rate data from TravelClick's MarketVision Demand Position™. The webinar will also provide specific recommendations to help plan and execute hotel marketing strategies to maximize profitability to finish 2011 strong and start 2012 in the best possible position.

Key topics will include:

- Review and analysis of third quarter global hotel performance
- Regional analysis of key markets throughout the world
- Defining value for guests
- Key steps for creating value
- 2012 Forecast



Topics, trends, and perspectives will be presented by TravelClick's industry experts John Hach, Senior Vice President, Global Product Management, and Kristi White, Director of Demand and Distribution Marketing. The webinar will be moderated by Barbara Taylor Carpenter, President and CEO of Taylored Training and a frequent moderator for the Hospitality Sales and Marketing Association International (HSMIAI).

There will be three sessions to accommodate a range of time zones. To register, please click on the session below that you would like to attend.

- November 29, 10 PM (Eastern Standard Time—New York)  
Register [here](#).
- November 30, 10 AM (Eastern Standard Time—New York)  
Register [here](#).
- November 30, 2 PM (Eastern Standard Time—New York)  
Register [here](#).

Go to <http://www.timeanddate.com/worldclock/converter.html> to convert times to your local area.

###

## **About TravelClick, Inc.**

TravelClick ([www.TravelClick.com](http://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](http://www.twitter.com/TravelClick) and [www.facebook.com/TravelClick](http://www.facebook.com/TravelClick).