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Is the GDS Still a Wise Investment for Hotels?

TravelClick Webinar to Share Insight on the Evolving Role of the Travel Agent Channel and the Effectiveness of GDS Promotion

NEW YORK – December 8, 2011 – TravelClick (www.TravelClick.com), a leading global provider of revenue generating solutions for hoteliers, will present three webinars for hoteliers on December 14th to review findings from its 2011 Global Travel Agent GDS Study. Conducted by Phoenix Marketing International (PMI), an independent marketing research firm, the biannual, global survey included 495 travel agents from 25 countries. Agents surveyed represent all four major Global Distribution Systems (GDSs) – Amadeus, Galileo, Sabre, and Worldspan. Findings will be presented by PMI research and analysis experts, Gregory Diaz, Vice President, and David Pluchino, Vice President.

The study was designed to evaluate travel agents' purchasing behavior and awareness of specific GDS media, as well as effectiveness of promotional messages in the current economy. TravelClick, together with the four GDS providers, commissioned the agent-focused study as a means to garner unbiased insight on GDS promotional offers and their effectiveness.

The global webinar will answer such questions as:

- How often travel agents use the GDS platform
- Agent recall and use of promotional messages on the GDS
- How agents are influenced when searching for negotiated and consortia rates



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“As the distribution landscape constantly evolves, it is important to validate the GDS channel and uncover how travel agent behavior is changing,” said John Hach, Senior Vice President, Global Product Management for TravelClick. “TravelClick has been a longtime supporter of the GDS channel as an effective channel for influencing hotel buying behavior. This research provides independent third-party verification of the importance of the GDS channel role and its ability to provide opportunities for hoteliers. These survey results are key indicators for advising our hotel customers on how much to invest in the GDS channel.”

Three sessions will be offered to accommodate a range of time zones:

- [December 14, 2011 10 am EST](#)
- [December 14, 2011 2 pm EST](#)
- [December 14, 2011 10 pm EST](#)

To register, please click on the session above that you would like to attend or visit the Events Calendar on the TravelClick website at www.travelclick.com. To provide the most interactive forum for attendees, registrations will be limited for each session. To check the time for your local area, please go to www.timeanddate.com.

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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.