



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

TravelClick Launches Game-Changing, Full-Service Web Solution for Hotels Worldwide

Hotels Can Receive Customized Best-In-Class Website and On-Going Services with No Upfront Fees and No Long-Term Commitment

NEW YORK – Sept. 9, 2011 – TravelClick (www.TravelClick.com), the leading provider of revenue generating solutions for hoteliers across the globe, today launched its Custom Pro web solution, which provides hotels with custom-built web solutions that incorporate proven functionality developed from TravelClick's years of experience building hotel websites.

Custom Pro is the newest product available through TravelClick's Web Solutions group and provides hotels with a custom website design and on-going services with no long-term commitment and no upfront fees. TravelClick's award winning web team will concept, design and program a distinctive site that is optimized for lead conversion and to maximize organic search traffic. Custom Pro sites utilize best practice functionality including booking widgets, eRFP functionality, email capture, special offers rotators, guest comments, etc. to help hoteliers drive revenue and increase lead flow.

Clients will also receive a robust content management system, on-going maintenance, web hosting, regular search engine optimization (SEO) updates, and a full site re-build every two years at no additional cost.



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Additional services can be added for incremental monthly fees, including a mobile website, media services and advanced search engine optimization programs, as well as the development of a social presence on Facebook, TripAdvisor and other review sites.

“More guests are booking directly through a hotel’s website than in the past. With property websites generating more net revenue per booking than any other channel, a high-performing website is critical to a hotel’s success,” said Jason Ewell, senior vice president eCommerce solutions at TravelClick. “Custom Pro enables hoteliers to build a premium web experience and keep that experience up-to-date, with no up-front cost and no long term commitment.”

Hotels will pay a monthly fee for the life of the website and can terminate their subscription at any time. For an additional fee, hotels can choose to use TravelClick’s copywriting services. Additionally, TravelClick will build the site into a second language at no additional cost. More information is available at <http://custompro.travelclick.com>

TravelClick’s web design team has won awards including: HSMAI Adrian Awards, Interactive Media Awards, Web Awards, W3 Awards and Internet Advertising Competition Awards, for their innovative designs.

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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, Houston, Melbourne, Shanghai, Singapore and Tokyo. Follow us on www.twitter.com/TravelClick and www.facebook.com/TravelClick.