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**Travelclick® Hosts Webinar—2011 First Quarter Hotel Industry Update:  
Adapting to the Changing Revenue Management and Marketing Landscape**

***Complimentary Webinar Taking Place May 25 & 26, 2011***

**NEW YORK (May 17, 2011)** — Rapid changes to the economic climate are creating new revenue management opportunities for hoteliers. However, many hoteliers are unclear of which trends are sustaining, and what frenzies should be ignored.

What revenue management and marketing changes are sustainable and require resources? What are the differences between revenue management strategies versus tactics? These questions and other relevant industry issues will be answered by Travelclick® ([www.travelclick.com](http://www.travelclick.com)), the leader in [hotel ecommerce](#) and [business intelligence](#), on May 25 and May 26 in a free webinar entitled, “2011 First Quarter Hotel Industry Update: Adapting to the Changing Revenue Management and Marketing Landscape.”

The webinar will highlight first 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 first quarter global hotel performance
- Regional analysis of key markets throughout the world
- Defining mobile and social media within hospitality ecommerce
- Key revenue management and marketing practices requiring resources

These topics, trends and perspectives will be presented by Travelclick’s industry experts John Hach, Senior Vice President, Global Product Management, Digital Media, and Kristi White, Director of Revenue Optimization. The webinar will be moderated by Barbara Taylor Carpender, President and CEO of

Taylorred 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.

- May 25, 9:00 PM, CDT (GMT—26 May, 02:00)  
Register [here](#).
- May 26, 9:00 AM, CDT (GMT—26 May, 14:00)  
Register [here](#).
- May 26, 1:00 PM, CDT (GMT—26 May, 18:00)  
Register [here](#).

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

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## **About Travelclick, Inc.**

Travelclick ([www.Travelclick.com](http://www.Travelclick.com)) is a leading provider of profitable revenue generating solutions for hoteliers worldwide. 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, and Tokyo. Follow us on [www.twitter.com/Travelclick](http://www.twitter.com/Travelclick) and [www.facebook.com/Travelclick](http://www.facebook.com/Travelclick).