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**TravelClick Hosts Webinar—2011 Fourth Quarter Global Hotel Industry Update:
*Maximizing Revenue from Social and Mobile Channels***

Complimentary Webinar Taking Place February 28 & 29, 2012

NEW YORK (February 16, 2012) – Mobile searches for hotels are growing at an accelerated pace. Recent studies show that more than 20 percent of hotel search is occurring on a mobile device. Additionally, consumers are increasingly turning to social media channels when making booking decisions. Couple this with the upcoming Facebook Initial Public Offering (IPO), creating unprecedented opportunities to reach its 850 million users, and it has never been more imperative for hoteliers to understand the power of these online channels.

What focus and investment should be placed on these new opportunities? How should room night inventory be allocated within emerging channels? How can hoteliers capture their fair share of mobile and social channels? These questions and other relevant industry issues will be answered by TravelClick® (www.travelclick.com), the leader in reservations management, marketing and business intelligence solutions, on February 28 and February 29 in a complimentary webinar entitled, "2011 Fourth Quarter Hotel Industry Update: Maximizing Revenue from Social and Mobile Channels."

The webinar will highlight fourth quarter hotel performance results and future industry trends based on TravelClick's proprietary eMonitor and eTRAK market performance reports, as well as MarketVision Demand Position™ forward-looking booking data. The webinar will also provide specific recommendations to help plan and execute hotel marketing strategies to maximize profitability in 2012.

Key topics will include:

- Review and analysis of fourth quarter global hotel performance



- Regional analysis of key markets throughout the world
- Mobile and social channel forecasts
- Best practices for inventory allocation
- 2012 Hotel Performance Forecast

Topics, trends, and perspectives will be presented by TravelClick's industry experts John Hach, Senior Vice President, Global Product Management, and Caryl Helsel, Vice President, Demand and Distribution. 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.

- February 28, 10 PM (Eastern Standard Time—New York)
Register [here](#).
- February 29, 10 AM (Eastern Standard Time—New York)
Register [here](#).
- February 29, 2 PM (Eastern Standard Time—New York)
Register [here](#).

Visit <http://www.timeanddate.com/worldclock/converter.html> to convert time zones.

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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.