



Speaker Bio



Shane Ettestad
Vice President – Innovation!
TravelCLICK Inc.
Expertise: Hotel Internet Marketing

Leading TravelCLICK as its chief creative visionary for the Web, Shane is Vice President of Innovation! In this role he is responsible for advanced breakthrough product concepts and designs across a broad portfolio of award-winning Internet marketing solutions. With his ear to the ground and hands on the keyboard, Shane analyzes the latest hospitality industry trends, online technologies, and user experience for what's hot and most importantly—what's next. Since Shane joined TravelCLICK in 2007, the company has grown to serve a diverse portfolio of hotels, resorts, and destination properties worldwide. Over the past year, the company has more than tripled its number of hotel Internet marketing clients. Through Shane's innovation, TravelCLICK was responsible for developing and managing several groundbreaking initiatives for some of the industry's leading independent luxury resorts, large hotel brands, and key world-class casinos.

A 20-year veteran of the industry, Shane has extensive travel marketing experience and a lifetime passion for fusing design and technology. He served most recently as President and CEO of Blue Square Studios, before its acquisition by TravelCLICK, and is the visionary behind the HospitalityToolkit®, the industry's most robust content management system converging effective self-management functionality with creative design tools. Before founding Blue Square Studios, he started an interactive media company in 1992 that quickly grew to become a driving force in the digital media industry.

Shane received a bachelor's degree in Graphic Arts. His work has received high acclaim and awards from hospitality and Web industry organizations alike—including the prestigious Hospitality Sales and Marketing Association (HSMAI) Golden Click 'Best of Show' award. During his tenure with TravelCLICK, the company has received 29 awards globally for excellence in Web design and Web marketing, including 6 HSMAI Adrian Awards for excellence in international hospitality and travel marketing.

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