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FOR IMMEDIATE RELEASE

Call for Entries Now Open
TRAVELCLICK's 2009 eMarketer of the Year Award
Annual Competition Spotlights Innovation in Integrated Hotel eMarketing

CHICAGO (October 19, 2009)—TRAVELCLICK®, the leader in hotel ecommerce solutions, is again sponsoring the eMarketer of the Year competition, in partnership with the Hospitality Sales and Marketing Association International (HSMIA) and the Adrian Awards. The [eMarketer of the Year Award](#), now in its ninth year, recognizes hotels that exhibit outstanding use of online channels to market their property and drive reservations. The award winner will have demonstrated the superior ability to attract and convert guests through the most effective electronic channels.

Entries will be judged by a panel of industry experts. Participants will be evaluated on the strength of their web presence and booking performance driven by world-class online marketing, including website design, organic and paid search, and emerging online strategies such as channel extension and social community development.

Awards will be presented February 1, 2010, at the [HSMIA Adrian Awards](#) Gala, an exclusive black-tie gala held at the Marriott Marquis in New York. Along with naming the 2009 eMarketer of the Year, TRAVELCLICK will recognize regional winners for the Asia/Pacific, Europe/Middle East/Africa, and Americas, as well as the top performer in the chain category.

“With almost 55 percent of hotel reservations booked through the web, hotels are raising the bar on integrated online strategies for driving demand and converting bookings,” said Aleck Schleider, Vice President of Media Strategy and Services for TRAVELCLICK. “We’ll spotlight these creative approaches as we celebrate innovation across our industry and name the eMarketer of the Year.”

Call for entries is now open for 2009 nominees. Entries must be received by November 9, 2009. Enter online at www.travelclick.net/about/emarketer-of-the-year or send questions to emarketer@travelclick.net.

About TRAVELCLICK Inc.

TRAVELCLICK, the leader in hotel ecommerce solutions, provides a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers business intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase revenue and profitability. Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries with offices in Barcelona, Baltimore, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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