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TravelCLICK Wins 10 W3 Awards for Creative Excellence in Website Design

Dominating win reinforces TravelCLICK's leadership in hotel and lodging emarketing

CHICAGO (November 13, 2008) TravelCLICK, the leader in hotel ecommerce solutions, has won 10 awards for website design excellence in the 2008 W3 Awards competition, honoring creative excellence on the Web. Sanctioned and judged by the International Academy of Visual Arts (IAVA), this year's competition received over 3,000 entries from around the world. TravelCLICK was again the top award winner in the hotel and lodging category. These 10 awards come on the heels of TravelCLICK's winning 16 awards for website design excellence in another major awards competition, the Web Marketing Association's 2008 International WebAwards.

"We were amazed at the caliber and quality of work received this year – from some of the best interactive agencies, designers and creators worldwide," said Linda Day, the director of the IAVA.

"Our continued recognition for innovation in website design is a significant accomplishment for TravelCLICK – and for our clients, who depend on their websites to drive bookings and grow revenue," said Shane Ettestad, Vice President of Product Management, Internet Marketing Solutions. "Well-designed sites not only deliver a pleasing and effective user experience for online shoppers; they can convert up to 30 percent of total business – making them an especially vital revenue channel in today's economy."

TravelCLICK-designed sites receiving awards included:

- Avenue Hotel Chicago (www.avenuehotelchicago.com)
- Clinton Hotel & Spa South Beach (www.clintonsouthbeach.com)
- Dana Hotel (www.danahotelandspa.com)
- Destination Cinemas: Grand Canyon (www.explorethecanyon.com)
- Floridays Resort Orlando (www.floridaysresortorlando.com)
- Hotel Gansevoort (www.hotelgansevoort.com)
- Hotel Gansevoort, South (www.gansevoortsouth.com)
- Trump One Card (<https://secure.trumpcasinos.com>)
- The Hempel Hotel London (www.the-hempel.co.uk)
- Hilton Prague - Old Town (www.hiltonpragueoldtown.com)

“In an industry where shoppers visit more than three websites before making a purchase decision – more than any other travel segment including air and car – hotels understand that they must capture and convert visitors effectively, the first time around,” added Andrew Mantis, Senior Vice President of Product Marketing and Management at TravelCLICK. “Each abandoned page is potentially a lost booking. That’s why TravelCLICK is focused on delivering a fuller, more complete shopping experience. By using Travel 2.0 tools such as ‘Real Guest Reviews,’ featuring actual guest comments, or ‘Trip Sharing,’ where guests can share their top picks for local venues and attractions, TravelCLICK hotels are keeping guests on their sites longer, converting more bookings, and ultimately, increasing revenue.”

TravelCLICK’s complete hotel Internet marketing solutions include design, content management, search engine optimization, pay-per-click marketing, email marketing, and linking strategies that increase online bookings and overall hotel profitability. Together with TravelCLICK’s award-winning iStay Web Booking Engine, these solutions provide the absolute highest converting platform of consumers to bookers for hotels on the web.

About The W³ Awards

The W³ Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs. Simply put, the W³ is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

The W³ is sanctioned and judged by the [International Academy of the Visual Arts](http://www.iavisarts.org), an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, interactive, advertising, and marketing firms. For a full member list and additional information, visit www.iavisarts.org.

About TravelCLICK Inc.

TravelCLICK (www.travelclick.net) is the leading provider of ecommerce solutions that help hotels sell rooms smarter and drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions including distribution services, market intelligence, superior website development, emarketing and professional services. Serving the hospitality industry since 1999 and headquartered in the Chicago area, TravelCLICK has more than 13,000 customers in 140 countries.

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