

Contact:

Katrina Pruitt-Andrews, TRAVELCLICK
+1 410 257 9154
kpandrews@travelclick.net

Katie Moore, GolinHarris
+44 (0) 7818 424757
kmoore@golinharris.com

FOR IMMEDIATE RELEASE

TRAVELCLICK® Receives an Unmatched Seven Adrian Awards for Excellence in Web Marketing

Panel of judges announced for TRAVELCLICK's eMarketer of the Year award

CHICAGO (January 15, 2010)—TRAVELCLICK®, the leader in hotel ecommerce solutions, announced today that its web marketing work has received seven awards from the Hospitality Sales & Marketing Association (HSMAI) Adrian Awards, the industry's largest and most prestigious competition honoring the year's best advertising, public relations, and web marketing campaigns. TRAVELCLICK was the big winner in the Web Marketing category, with its work receiving more awards than any other single service provider.

Headlining TRAVELCLICK's Adrian Award winners is Villa Magna (www.hotelvillamagna.com), which received a prestigious Gold award for website design, usability, and performance. Out of 1,100 entries, HSMAI awarded 33 Web Marketing Gold awards. Gold award winners become finalists for Platinum awards, and the coveted "Best of Show," both to be announced at the Adrian Awards Gala, a black-tie networking event featuring the award-winning work. This year's event will be held February 1, 2010, at the Marriott Marquis in New York.

In addition to the Gold award for Villa Magna, TRAVELCLICK's work was honored with six Bronze Web Marketing awards, including:

- Albert Hotel (website, www.alberthotel.lv)
- Hotel Rey Juan Carlos I (website, www.hrjuancarlos.com)
- Hotel Monteleone (website, www.hotelmonteleone.com)
- Jet Luxury Resorts (website, www.jetluxuryresorts.com)
- Sheraton Hong Kong Hotel and Towers (integrated campaign for GDS and Travel Agents, www.hong-kong-hotels.ws/sheraton-hong-kong-hotel-and-towers)
- Radisson Blu Centrum Hotel, Warsaw (integrated campaign for GDS and Travel Agents, www.radissonblu.com/hotel-warsaw)

At the February 1 gala, TRAVELCLICK will also present its eMarketer of the Year award, sponsored in partnership with HSMAI. This award, now in its ninth year, recognizes hotels that exhibit outstanding use of online channels to market their properties and drive reservations. The award winner will have demonstrated the superior ability to attract and convert guests through the most effective electronic channels.

For the first time, eMarketer of the Year entries are being judged by a panel of industry experts who understand the dynamics of online marketing and consumer behavior. Their hands-on knowledge and collective experience will further validate the achievements of this year's entrants. The 2009 judges are:

- **James van Thiel**, industry head–Travel at Google UK. Van Thiel works with hotel and online travel agency partners to maximize delivery of revenue-generating customers through Google products.
- **Adam Johnson**, co-partner in the digital marketing agency Media Max Marketing. Johnson is also co-founder of VerticalMedia, a travel-focused online ad network; board advisor to Asdoo, an online booking engine for media and conferences; and former managing director of Lastminute.com Australia.
- **Lisa Klein Pearo**, adjunct assistant professor at the Cornell University Hotel School. Pearo's research explores consumer search and decision-making on the Internet. She also has taught at Harvard University, Rice University, the Culinary Institute of America, and Tulane University and has consulted with a number of hospitality companies on Internet marketing strategies.

Judges will evaluate eMarketer of the Year competition participants on the strength of their web presence and booking performance driven by world-class online marketing, including website design, search marketing, and emerging online strategies such as channel extension and social community development.

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.

About TRAVELCLICK Inc.

TRAVELCLICK (www.travelclick.net), 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. Follow us on www.twitter.com/TRAVELCLICK_Inc and www.facebook.com/TRAVELCLICK.

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