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Hotels Gearing Up For Growth in 2013

*TravelClick Poll Finds Hotels are Planning
to Expand Workforce and Marketing Budgets in 2013*

NEW YORK – January 8, 2013 – According to a recent poll from TravelClick (TravelClick.com), a leading global provider of revenue generating solutions for hoteliers, hotels are preparing for growth in 2013. Hotels are not only planning to hire in the New Year, but they are also putting more resources towards their marketing budgets and increasing capital investments.

Of the approximately 600 global hoteliers surveyed, a third (31 percent) are making incremental hires in 2013. Of those adding jobs, the majority (59 percent) of the jobs added will be front desk staff, followed by sales managers (37 percent), marketing professionals (16.4 percent) and revenue managers (15.5 percent).

“This data showing an increase in hiring paints a strong and vivid picture for 2013,” said Jason Ewell, Executive Vice President, Business Intelligence, Media and Web Solutions.

In addition to expanding through hiring, more than half (58.8 percent) of hotels say they will increase their marketing budget in 2013, with the majority (84 percent) indicating that they will increase their budgets by ten percent or less. Thirteen percent indicated that they will increase their marketing budget by 11-20 percent. Finally, the majority (64 percent) of respondents said their hotels will be making capital improvements in 2013.

“The fact that hotels are expanding their marketing budgets tells us that growth through marketing efforts will be a strong tactic for 2013,” said Ewell.

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About TravelClick, Inc.

TravelClick (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 160 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, Philadelphia, Barcelona, London, Dubai, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us on twitter.com/TravelClick and facebook.com/TravelClick.