TravelClick Acquires Hotel Video Solutions Provider TVtrip

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TravelClick ("the Company"), a global provider of innovative cloud-based revenue-generating solutions for the hospitality industry, announced today that it has purchased TVtrip, the leading provider of video creation and distribution services for hotels around the globe, headquartered in Paris, France.

"We are excited to welcome TVtrip's unique offering and highly talented team to TravelClick," said Larry Kutscher, CEO of TravelClick. "As video continues to increasingly influence online purchasing habits, leading hoteliers are embracing and utilising video content to their advantage to drive greater web traffic and conversion. TVtrip has developed a unique solution that allows hoteliers to create and deploy high quality, high impact video solutions in an affordable manner. By adding TVtrip's offering into TravelClick's suite of solutions, we will rapidly expand TVtrip's reach and make their video solutions accessible to the more than 38,000 hoteliers around the world that rely on us to build their websites, develop digital marketing strategies and utilise our Central Reservation System, iHotelier."

Over the past seven years, TVtrip has carved out an industry leading position creating, producing and distributing videos for hotels globally in a scalable manner that optimises their online presence and performance. As part of the acquisition, TVtrip's three co-founders and team will remain an integral part of the business and continue to drive its strategy and growth, leveraging TravelClick's global products and resources.

"TravelClick's strategy has always been to offer best- in- class products to help our hotel clients achieve their operational and revenue growth objectives," said Kutscher. "The acquisition of TVtrip provides us with a talented team with deep hospitality and media experience, a scalable platform that will enable us to produce and distribute video content that showcases the unique qualities of our clients' properties, optimises the content to improve the shopping experience and ultimately drives more bookings through their websites and other online channels."

"As one of the largest and most respected providers of technology and marketing solutions to hoteliers, we are confident that joining forces with TravelClick will allow TVtrip to expand our international reach, continue to innovate, and leverage TravelClick's global infrastructure to service our customers," said Marc Ruff, President of TVtrip. "Capitalising on TravelClick's team of local-market experts located around the globe, combined with their robust digital offering, more hoteliers will be able to effectively integrate TVtrip's offerings into their overall digital strategies."

About TravelClick, Inc.

TravelClick (TravelClick.com) provides innovative cloud-based solutions for hotels around the globe to grow their revenue, reduce costs and improve performance. 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 38,000 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, Philadelphia, Chicago, Barcelona, Dubai, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us ontwitter.com/TravelClick and facebook.com/TravelClick.

About TVtrip

Founded in 2007, TVtrip (www.TVtrip-media.com) is the leading video production agency for hoteliers around the globe. TVtrip enables hoteliers to generate incremental revenue through technology and marketing modules designed to optimize video and increase conversion rates on every type of digital device. TVtrip has offices in Paris, Singapore, and Bucharest.

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