



# TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

## Media Contacts

Caitlin Kasunich / Christina Panta

KCSA Strategic Communications

212.896.1241 / 212.896.1208

[ckasunich@kcsa.com](mailto:ckasunich@kcsa.com) / [cpanta@kcsa.com](mailto:cpanta@kcsa.com)

## TravelClick's Market-Leading Demand360 Business Intelligence Solution Now Available in Sweden

*Forward-Looking Reservation Metrics Across All Market Segments and Channels Allow Swedish Hoteliers to Stay Competitive and Increase Revenue and Guest Demand*

TravelClick, a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the launch of its Demand360 business intelligence solution – the only competitive market intelligence product available to the hospitality industry that provides future visibility into markets and share performance across all distribution channels and segments – in Sweden.

Demand360 provides hoteliers unique access to exclusive information and in-depth reports on future and historical demand for both their own hotels and competitive sets. The solution connects directly with property management system (PMS) interfaces and reservation management systems (RMS), eliminating the need for manual data submissions. Hoteliers can use Demand360 not only to optimize revenue management strategies and profitability, but also to adjust distribution strategies with a more comprehensive picture of hotel demand over time.

“Demand360 provides a detailed view of the market. This intelligence tool provides invaluable data that we consider the key to information for the creation of revenue management strategies – a useful tool for the analysis of trends, opportunities and challenges in the market,” says Marcela Mases, Revenue Manager at First Hotels. “All these aspects together in one tool allow us to stay competitive in the market, to take smart pricing decisions and to maximize our revenue as never before.”

We already receive Demand360 data from well-known global chains like Marriott and Hilton, Scandinavian chains like First Hotels and Nobis Group, as well as independent hotels like Diplomat and Berns in Stockholm. The cloud-based solution is currently available in Scandinavian markets including Stockholm, Helsinki, Copenhagen and Oslo.

“We are thrilled to expand this offering into Sweden and are already experiencing positive initial feedback in the region from our new partners,” said Mark Haywood, Regional Vice President, Northern & Southern Europe at TravelClick. “Demand360 encompasses dynamic reporting and business intelligence that provides revenue managers and executive management with the ability to make faster data-driven decisions for their businesses. Our customers can develop a deep understanding of the hospitality industry through these insights and use it to their advantage moving forward,” said Gabrielle Johansson, Sales Manager – Sweden & Denmark at TravelClick.

###

## About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 38,000 hoteliers to drive better business decisions and know, acquire, convert and retain guests. The Company's interconnected suite of solutions includes Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management. As a trusted hotel partner with more than 30 years of industry experience, TravelClick operates in 176 countries, with local experts in 39 countries and 14 offices in New York, Atlanta, Bucharest, Chicago, Barcelona, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. Additionally, the Company fosters more than 600 travel-focused partnerships for hotels to leverage. Follow TravelClick on [Facebook](#), [Twitter](#) and [LinkedIn](#).