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TravelClick Featured as Key Speaker at 2018 Google Travel Executive Forum

Highlights How the Right Data Helps Hoteliers Drive Better Business Results

NEW YORK – October 24, 2018 – TravelClick, an Amadeus Company, participated as a featured speaker at Google's seventh annual Travel Executive Forum in Dublin, Ireland, which took place on Sept. 19th and 20th. This follows TravelClick and Google's announcement earlier this year of their expanded strategic partnership that enables hoteliers all over the world to drive more direct bookings and revenue with early access to new beta products and differentiated data.

TravelClick's panel, titled, "Data First: In Conversation with TravelClick and Partners," featured TravelClick Executive Vice President of Media Solutions, Scott Falconer, along with TravelClick customers – Eric Gravelle, Vice President of Revenue Management North America at Diamond Resorts International and Nayan Peshkar, Senior Vice President of Digital, Distribution and Revenue Strategy at Millennium Hotels and Resorts. The panel was moderated by Google Travel Sector Lead Becky Power.

"As a well-known, influential industry leader, TravelClick continues to innovate and build a deeper integration across its various hospitality products, which made it a perfect fit to speak at our executive forum in 2018," said Ru Roberts, Travel Industry Head at Google. "What's more, TravelClick has been a longstanding partner of Google over the years – one of our most important in the hotel space – as it helps thousands of hoteliers to take advantage of Google's advertising products and leverage insights to maximise their campaigns."

Topics discussed during the panel focused on using data to drive results and included:

- How leveraging forward-looking demand data can help hoteliers identify market-wide issues early as well as specific properties not gaining their fair share of revenue
- Understanding how hotel CRM can be used to identify a hotel's most valuable guests and then use advertising to target prospects with similar profiles to drive highly profitable incremental revenue
- How to turn around poor campaign results by regaining rate parity with OTAs

"Speaking at this year's Google Travel Executive Forum was a tremendous opportunity for TravelClick to reach the top, global hoteliers and educate them about how we jointly help them to leverage the power of data to make better business decisions," added Mr. Falconer.

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About TravelClick, an Amadeus company

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 25,000 customers 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, Barcelona, Bucharest, Chicago, Dallas, Dubai, Hong Kong, Melbourne, Orlando, Ottawa, Paris, Shanghai and Singapore. The company also provides its hotel customers with access to a global network of over 600 travel-focused partners. Follow TravelClick on [Facebook](#), [Twitter](#) and [LinkedIn](#).