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Carlson Rezidor Hotel Group Joins TravelClick's Industry-Leading Demand360® Program

The Addition of Carlson Rezidor as a Data Provider Expands the Program to over 23,000 Properties Worldwide

NEW YORK, November 7, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the Company's new data partnership with [Carlson Rezidor Hotel Group](#), one of the world's largest and most dynamic hotel companies with more than 1,440 hotels in operation and under development in more than 115 countries and territories throughout the world. Through this partnership, Carlson Rezidor will utilize TravelClick's powerful, forward-looking [Demand360®](#) tool, a [Hotelligence360®](#) Business Intelligence solution.

Carlson Rezidor is the latest global hotel company to join the Demand360 program, with over 22,000 other properties around the world that contribute their future and historical data. Demand360 is the only competitive market intelligence product available to the hospitality industry that provides forward-looking reservation metrics and competitive share by segment and channel, allowing hotels to drive the right mix of business and stay ahead of the competition. Carlson Rezidor and TravelClick will work together to increase adoption of Demand360 throughout the Carlson Rezidor portfolio.

"As a company with a strong global presence, we continuously look for solutions that will drive success and provide the market-leading tools our hotels need to compete in an increasingly complex market," said Charles McKee, Senior Vice President & Chief Commercial Officer, Americas, Carlson Rezidor. "TravelClick's innovative Demand360 data will enable us to keep our finger on the pulse of the overall market and help to empower our properties with actionable data."

"We are excited to have Carlson Rezidor join thousands of properties worldwide as Demand360 continues to grow exponentially. This valuable partnership will give their hoteliers access to the most comprehensive, forward-looking data in the hospitality space to drive rapid growth and success," added Greg Sheppard, Senior Vice President, Business Intelligence, TravelClick. "It's no secret that data continues to lead our industry, so it's more important than ever to capitalize on business intelligence tools like Demand360 to see the complete picture of market demand."

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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](#).

About Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies and includes 1,440 locations in operation and under development with more than 230,000 rooms and a footprint spanning 115 countries and territories. The Carlson Rezidor portfolio includes a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites by CarlsonSM. Guests can benefit from Club CarlsonSM, a program that redefines hotel rewards with a collection of exceptional benefits, services, and privileges at more than 1,000 hotels worldwide. Over 95,000 people are employed in Carlson Rezidor Hotel Group hotel systems and the company is headquartered in Minneapolis, Singapore, and Brussels. For more information, visit www.carlsonrezidor.com and follow on Twitter [@carlsonrezidor](https://twitter.com/carlsonrezidor).

