



TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

Media Contacts

Caitlin Kasunich / Christina Panta
KCSA Strategic Communications
212.896.1241 / 212.896.1208
ckasunich@kcsa.com / cpanta@kcsa.com

TravelClick's Industry-Leading Demand360 Business Intelligence Solution Expands International Reach by Adding Eight Key Data-Providing Brands

Demand360's Forward-Looking Market Intelligence Allows Global Hoteliers to Identify Trends and Capitalize on Revenue Opportunities

NEW YORK – April 24, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced that the Company's future-looking business intelligence solution, [Demand360](#), has recently partnered with eight major international brands, vastly expanding its network of global data providers. The data available via Demand360 empowers hoteliers across the globe to maximize revenue based on in-market trends.

New international brands that have joined the Demand360 program include:

- The Address Hotels + Resorts – <http://www.theaddress.com/en/index.aspx>
- Anantara Hotels, Resorts and Spas – <http://www.anantara.com/>
- AVANI Hotels & Resorts – <http://avanihotels.com>
- Dorchester Collection – <https://www.dorchestercollection.com/>
- Kempinski Hotels – <https://www.kempinski.com/en/hotels/welcome/>
- The Peninsula Hotels – <http://www.peninsula.com/en/default>
- Rocco Forte Hotels – <https://www.roccofortehotels.com/>
- Taj Hotels Resorts Palaces Safaris – <https://www.tajhotels.com/en-in/home/>

With these additions, over 22,000 properties around the world contribute their future and historical data to the program, with many more coming soon. 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. With a more comprehensive picture of hotel demand over time, hoteliers can better optimize revenue management, distribution and marketing strategies.

“Upon reviewing Demand360's future occupancy and revenue data, we knew that this forward-looking information would vastly change how we manage strategic pricing, distribution and marketing decisions,” said Riko van Santen, Vice President, Digital Strategy and Distribution, Kempinski Hotels. “As data continues to change the industry, these insights are invaluable, because they allow us to optimize our revenue strategy and increase guest demand.”

“Demand360 enables us to use powerful data to drive revenue per available room (RevPAR) growth with access to future, current and past information – all at our fingertips,” added Chinmai Sharma, Chief Revenue Officer, Taj Hotels Resorts Palaces Safaris. “In this way, we're able to develop a comprehensive picture of demand, which is vital for succeeding in today's competitive landscape.”

“What started out as a program that was heavily based in North America is now seeing rapid growth throughout Europe, the Middle East and Asia with marquee brands,” concluded Greg Sheppard, Senior Vice President, Business Intelligence, TravelClick. “This further validates the power of future

demand data and shows that hoteliers around the globe recognize the solution as a necessity to maximizing revenue.”

###

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.

