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## TravelClick to Reveal New Private Offers Feature on Booking Engine 4.0 at ITB Berlin

*Private Offers Marks First Integration Between TravelClick's iHotelier and Guest Management Solutions*

NEW YORK, March 1, 2017 – TravelClick (“the Company”), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the release of its new Private Offers feature on the Company’s recently launched Booking Engine 4.0, designed to drive a higher conversion and upsell rate for direct bookings on a hotel’s website, while building a rich customer database. This unique capability pairs TravelClick’s iHotelier Central Reservation System and Guest Management Solutions (GMS) Customer Relationship Management offerings.

Private Offers enables guests to register via email or through their social media profiles to unlock exclusive deals on the booking engine. At the same time, user information is collected and stored on the hotel’s account on TravelClick’s GMS platform, adding to the database that TravelClick GMS customers can leverage for future guest marketing and retargeting.

In a Private Offers pilot test, TravelClick found that guests who registered to unlock discounted rates were 82 percent more likely to complete their purchases during the session than other users. Guests were also more likely to upgrade to higher-level room types, keeping average daily rates (ADR) at the same level, despite discounts. Additionally, hotels that piloted the feature automatically stored an average 600 new guest profiles per month.

“For our group of independent hotels, Private Offers has been our go-to solution to not only offer the best rates for our customers but also to drive bookings through our direct channel,” said Jens Egemalm, Director of Distribution at Pandox Hotels. “As such, we have seen a clear, positive impact on booking engine conversion rates. The Private Offers user experience is seamless, as customers can register and view private rates within seconds.”

“As data is key in today’s increasingly competitive hospitality environment, the value of Private Offers lies in the unique information that guest registration collects to better understand guests, allowing hoteliers to build customer loyalty and tailor guest experiences for the future,” added Curtis Brewer, Senior Vice President, Reservations and Web Solutions at TravelClick. “Private Offers is one of many exciting iHotelier / GMS features that we will launch this year, all focused on tailoring the guest experience to optimize conversion and drive more direct revenue through Booking Engine 4.0.”

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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.