

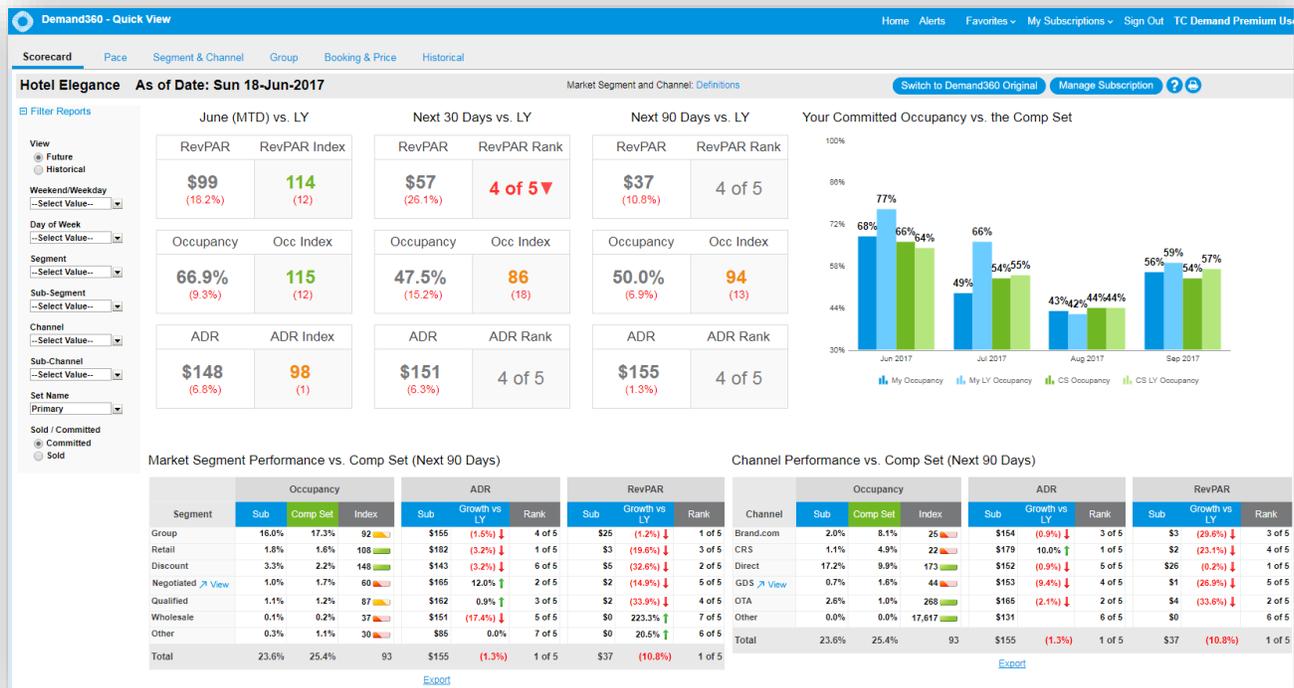
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TravelClick Releases New Demand360 Platform with Customizable Alerts

Updated Platform Empowers Hoteliers to Identify the Most Impactful Revenue Management and Marketing Opportunities

NEW YORK – July 12, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels, today announced a re-launch of the Company’s industry-leading Demand360[®] product with the powerfully reimagined Demand360 Quick View. This next-generation platform enables hoteliers to focus on driving outcomes by identifying the most actionable data. With a quick glance, hoteliers can identify their biggest areas for opportunity and spend their time on taking action rather than sorting through data.



Upon logging in, hoteliers can instantly see their revenue per available room (RevPAR) rank compared to their competitive sets looking forward 30 and 90 days. This tells them how they are performing in the future – a metric no other platform can offer. Hoteliers can then review their occupancy versus their competitive sets to understand where they are pacing behind the market and which days they should focus on to re-evaluate strategy and grow share.

Demand360 Quick View also comes with customizable alerts so hoteliers can immediately be informed of a change in their markets, such as a major increase in their competitive sets’ occupancy. Thus, Demand360 Quick View works for customers, telling them where they should focus and when, saving valuable time.

“Demand360 has seen incredible adoption and utilization by our customers globally, and the future-looking competitive demand data that we supply is essential to a hotel’s revenue management strategy, revolutionizing how hoteliers run their businesses,” said Greg Sheppard, Senior Vice President, Business Intelligence, TravelClick. “What we consistently heard from customers was that they have increasing day-to-day demands, and they wanted help with identifying actionable data faster for quicker decisions. In response, we created Demand360 Quick View as a solution.”

Today, over 22,000 hotels provide unique future-looking data into the Demand360 platform. As the only competitive market intelligence product available to the hospitality industry with forward-looking reservation metrics and competitive share by segment and channel, Demand360 gives hoteliers a comprehensive picture of hotel demand over time so they can better optimize revenue management, distribution and marketing strategies.

All Demand360 customers will now have access to Demand360 Quick View, as well as the original version of Demand360.

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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.

