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## TravelClick and First Hotels Announce Exclusive Strategic Customer Relationship

*Partnership Spans Across Reservations, Business Intelligence and Guest Management Solutions, Further Strengthening TravelClick's Scandinavian Footprint*

OSLO, Norway, November 28, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the Company's expanded partnership with [First Hotels](#), a leading collection of 57 unique hotels in Scandinavia and Iceland. Through this engagement, TravelClick will become First Hotel's exclusive partner for Reservations, Business Intelligence and Guest Management Solutions. This follows First Hotels becoming a flagship partner of TravelClick's Demand360 Business Intelligence program in Scandinavia earlier this year, further cementing TravelClick's footprint in the region.

This partnership highlights TravelClick's position as the market's leading provider for independent hotel chains to optimize their distribution strategy and maximize direct bookings. Earlier this year, TravelClick surged investment in their cloud-based iHotelier Central Reservations System (CRS) to develop a myriad of pricing tools, data-driven integrations and heightened chain-level capabilities to help empower directors of revenue and distribution overseeing hotel groups.

As part of this major investment, TravelClick has innovated its total web-based integrated solution, leveraging its Business Intelligence and Guest Management data. As such, First Hotels will host its official brand loyalty program on TravelClick's Guest Management Solutions platform and partner with the Company for fully integrated loyalty points redemption on iHotelier Booking Engine 4.0.

"We are impressed by TravelClick's roadmap, including several recent upgrades, and look forward to the opportunity to shape the products that we will use daily," said Stephen Meinich-Bache, CEO of First Hotels. "The TravelClick team is supporting us locally with representatives in our region and a dedicated account management and service center in nearby Barcelona. We ultimately chose TravelClick, because they offer the advantages of a local provider as well as the security, stability, investment and scalability of an established industry-leader.

Jan Tissera, President, International Sales, TravelClick, added, "Deepening our partnership with First Hotels and expanding our footprint in Scandinavia and Iceland are two important areas of focus for TravelClick. We will be working closely with the team at First Hotels, among others, to provide unparalleled capabilities for hotel chains, like fully integrated, end-to-end loyalty points programs. We look forward to collaborating on these transformative developments together."

For more information about TravelClick's solutions in Scandinavia and Iceland, please contact Kajsa Troften: [ktroften@travelclick.com](mailto:ktroften@travelclick.com).

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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 First Hotels**

First Hotels was established in 1993 and is one of the leading hotel chains in Scandinavia. In their portfolio of hotels there are well established properties such as First Hotel Reisen in Stockholm, First Hotel G in Gothenbur, First Hotel Grims Grenka in Oslo and First Hotel Mayfair in Copenhaguen. In addition, the chain has 31 hotels in Spain through a collaboration with Petit Palace.

