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TravelClick Unveils Enhanced Artificial Intelligence-Powered Guest Messenger at HITEC
New Chat Feature Builds on Guest Messenger Success

NEW YORK – June 26, 2017 – As a way to continue serving each hotel guest's unique needs, TravelClick a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the upcoming release of its enhanced Guest Messenger, which is integrated into TravelClick's Guest Management Solutions (GMS).

This latest stage of innovation, which builds on TravelClick's recent successful launch of its new Guest Messenger feature on the GMS platform, is geared toward serving hotel guests as promptly and efficiently as possible while reducing the operational responsibilities of hoteliers. Through an advanced chat function, powered by artificial intelligence, hoteliers will now have the ability to immediately address guests' frequently asked questions with automated, readily available responses. Questions that are not supported by the chat feature will be redirected to hotel staff members to address.

"Through the power of data, TravelClick's enhanced Guest Messenger aids hoteliers not only in further personalizing the guest experience to build loyalty and drive revenue but also in keeping up with customers' fast-paced mobile lifestyles before, during and after stays," said Greg Sheppard, Senior Vice President, Business Intelligence, TravelClick. "At the same time, this advanced chat function streamlines the process for hoteliers and, through machine learning, will continue to evolve and grow with new questions and ready-to-go responses as guests interact with the tool over time. This further solidifies TravelClick as the market leader when it comes to enabling hoteliers to engage with guests using their preferred method of communication quickly and effectively."

Guest Messenger allows hoteliers to send marketing messages via text to all opted-in guests who are on the property, converse with guests individually, set up notifications to alert staff to messages and store conversation histories on the GMS guest profile to personalize future communications based on preferences. Hoteliers can also chat with guests via Facebook Messenger and WeChat using the platform.

Demos of the new advanced chat on Guest Messenger will be available at TravelClick's Booth No. 1416 at HITEC in the Metro Toronto Convention Centre on June 26 through 29, 2017. Shayne Paddock, Chief Innovation Officer of GMS, TravelClick, will also be giving a Tech Talk on the HITEC floor on Wednesday, June 28, at 2 p.m. ET. He will give his insights on features using artificial intelligence, much like Guest Messenger, that impact hotel marketing automation.

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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.