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## TravelClick to Debut Transformative New Pricing Engine at HITEC

*Game-Changing Pricing Engine Allows Hoteliers to Create Highly Targeted Promotions, Discounts and Pricing Strategies to Drive More Business*

NEW YORK, June 22, 2017 – As pricing strategies in the hospitality industry continue to change, TravelClick (“the Company”), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the upcoming release of its new Pricing Engine on the Company’s Central Reservations System (“CRS”). The product will be available in TravelClick’s iHotelier CRS to allow hoteliers to easily create new promotions, discounts and pricing strategies from start to finish, driving business to their direct channels.

The screenshot displays the TravelClick pricing engine interface. On the left, the 'Define pricing and other decisions' step is active, showing a discount of 10 Percent Off By room night, days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat), and a booking date of 06/19/2017. Below this is a calendar view for June, July, and August 2017. On the right, the 'Set sellable criteria' step is active, showing a rate plan of '1 Selected', room type 'All 32 are Selected', and a list of additional sellable criteria including Channels/Devices, Corporate, group, discount codes, Dates, Length of Stay, Occupancy, Rate Amount, Rate/Room Type, Reservation Type, and Sell Limit.

With this new Pricing Engine, hoteliers can execute any pricing strategy – no matter how creative or complex – in six simple steps. The platform is built with modular pricing variables that can be layered to create highly targeted promotions in an intuitive, easy-to-use manner to drive future demand and occupancy.

Example promotions that hoteliers can set up include:

- Mobile-only discounts targeting guests on-the-go
- Last-minute or same-day discounts to drive immediate occupancy
- Flash sales to quickly increase pick-up for need periods

In the same module, hoteliers can set thresholds, or sell limits, that enable them to automatically deactivate a promotion once a certain quantity is sold or amount of revenue is earned, assign promo codes so that guests can unlock a special rate and choose how to display promotions to guests in the booking engine.

TravelClick will continue to extend the capabilities of the new Pricing Engine, leveraging its unique data-driven integrations. Fast follower releases will include additional variables, like geo-targeting,

and groundbreaking new dimensions for hoteliers with data from TravelClick's Business Intelligence product suite.

"TravelClick's new Pricing Engine is the first in the industry to bring these features together in one comprehensive module so that hoteliers can easily create targeted promotions," said Curtis Brewer, Senior Vice President, Reservations and Web Solutions, TravelClick. "Hoteliers can set any pricing strategy and promotion and merchandize that promotion all in one place. This creates breakthrough flexibility for hoteliers to execute their desired pricing strategies and target a very specific customer segment. We are very excited to reveal these innovations at HITEC."

Demos of the new Pricing Engine will be available at TravelClick's Booth No. 1416 at HITEC Toronto in the Metro Toronto Convention Centre on June 26 through 29, 2017. Earlier this year, TravelClick revealed its Private Offers feature for the Company's Booking Engine 4.0 at ITB Berlin and first unveiled Booking Engine 4.0 at last year's HITEC conference in New Orleans. More features will be added later this year.

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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.

