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## TravelClick Combines Predictive Data and Machine Learning to Inform Hospitality Marketing Campaign Planning and Maximize Bookings

*Hoteliers Using TravelClick's Guest Management Solutions and Demand360® Can Identify Most Valuable Time Periods to Run Campaigns*

NEW YORK, March 5, 2019 – TravelClick, an Amadeus company, today announced it is extending its Guest Management Solutions (GMS) with the addition of Demand360 to its Campaign Advisor toolkit. Building on last year's email send time optimizer, Campaign Advisor now allows hoteliers to take the guesswork out of marketing by providing recommendations on when to run marketing campaigns based on predictive occupancy in the market.

Demand360 is the hospitality industry's competitive market intelligence product providing forward-looking reservation metrics and position compared to your competitive set by segment and channel. Hoteliers using both TravelClick's GMS and Demand360 products will have access to current and projected occupancy data versus competitive sets to best identify the most valuable time periods to run campaigns, allowing them to avoid offering discounts and packages during peak market occupancy and deploy marketing campaigns when they need it most.

"A huge pain point for hoteliers is knowing when to send promotions and emails to customers, as hoteliers do not have a clear picture of how their forward-looking occupancy compares with their competitive set -- it's hard to determine the most valuable time to run a campaign," said Greg Sheppard, Senior Vice President of Business Intelligence and Guest Management Solutions at TravelClick. "The Campaign Advisor and Demand360 integration, which is proprietary to TravelClick enables hoteliers to leverage market data to feel confident that they are choosing the best time to run campaigns and capture demand."

"Hoteliers need to know when they are behind the market on bookings so that they can invest in campaigns for those need periods to raise occupancy," added Shayne Paddock, VP, GMS Product Development & Innovation, TravelClick. "It is TravelClick's ongoing mission to add even more innovation to our cutting-edge cross-product solutions, and this includes ensuring that hoteliers maximize bookings even during periods of low occupancy. No one else in the industry has this data-driven marketing optimization ability, which greatly benefits our customers who use TravelClick's suite of solutions."

To learn more about the Campaign Advisor / Demand360 integration, visit TravelClick's at Stand #121, Hall 8.1 at [ITB Berlin](#), held on March 6 through 11, 2019.

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## About TravelClick, an Amadeus Company

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 25,000 customers 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, Barcelona, Bucharest, Chicago, Dallas, Dubai, Hong Kong, Melbourne, Orlando, Ottawa, Paris, Shanghai and Singapore. The Company also provides its hotel customers with access to a global network of over 600 travel-focused partners. Follow TravelClick on [Facebook](#), [Twitter](#) and [LinkedIn](#).