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TravelClick's Media Solutions Enable Millennium Hotels and Resorts to Maximize Direct Bookings and Optimize Digital Media Use

Millennium Hotels & Resorts Wins "Best in Class" Online Media Award at 2018 Interactive Advertising Competition

NEW YORK, June 7, 2018 – [TravelClick](#), a leading global provider of data and revenue-generating solutions for hoteliers, and [Millennium Hotels & Resorts](#), a dynamic global hotel company that owns, asset manages and operates over 130 hotels worldwide, have been awarded "Best Hotel and Lodging Integrated Ad Campaign" by the Web Marketing Association's [Interactive Advertising Competition](#) (IAC) in its Hotel and Lodging Division this year.

"In today's increasingly competitive hospitality landscape, we are always seeking out the most effective tools to win customers and drive our revenue, and this IAC win validates our strategy," said Nayan Peshkar, Senior Vice President, Digital, Distribution and Revenue Management, Millennium. "Since 2013, we have partnered closely with TravelClick on market-leading digital media programs, and in this past year alone, we have seen a significant growth in performance marketing results. Moreover, our integrated, multi-channel online campaigns have enabled us to reach new customers very early in the travel research and consideration phases, which has led to increased online revenues."

As an international company with hotels and brands in Asia, the Middle East, Europe and North America, Millennium needs partners that work seamlessly on a global basis. Millennium recently consolidated its multiple regional websites into a single, unified domain to provide an integrated experience for all of its guests, and TravelClick has partnered with Millennium throughout this process.

"Millennium is a prime example of how hoteliers can earn their fair share of bookings by strategically using media and data," added Scott Falconer, Executive Vice President and General Manager, Media Solutions, at TravelClick. "Millennium is leveraging TravelClick's Demand360® forward-looking data for key properties to identify areas where performance can be improved and has optimized its media spending and media mix to maximize direct bookings in line with its overall strategy."

The [Web Marketing Association \(WMA\)](#) recognizes outstanding online advertising through its IAC Awards each year, highlighting best online advertising across 96 industries and nine online formats, such as online ad, video, mobile, newsletter, email and social media, by experienced judges in the advertising design and technology industry.

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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 50,000 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: 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](#).

About Millennium Hotels & Resorts

Millennium Hotels and Resorts is the brand umbrella of Millennium & Copthorne Hotels plc, a global hospitality management and real estate group, listed on the London Stock Exchange (LSE: MLC). The company owns and/or manages a worldwide portfolio of more than 130 hotels, offering over 37,000 rooms in business and leisure destinations in Asia, Australasia, Europe, the Middle East and North America. Millennium Hotels and Resorts consists of nine brands: Grand Millennium, Millennium, Grand Copthorne, Copthorne, Kingsgate, M Hotel, M Social, Studio M and MyMillennium, which are operated throughout Asia Pacific, Europe, Middle East, and North America.

Founded on the philosophy of genuine hospitality, this dynamic hospitality group has an outstanding reputation for excellence, taking pride in exceeding the needs of its business and leisure travelers. The strategic localities of its properties in key gateway cities such as New York, Los Angeles, London, Paris, Dubai, Abu Dhabi, Singapore, Auckland and Beijing makes Millennium Hotels and Resorts the perfect address to conduct your business or indulge yourself while on holiday.

