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## Media Contacts

Caitlin Kasunich / Christina Panta  
KCSA Strategic Communications  
212.896.1241 / 212.896.1208  
[ckasunich@kcsa.com](mailto:ckasunich@kcsa.com) / [cpanta@kcsa.com](mailto:cpanta@kcsa.com)

## **TravelClick Unveils Latest Version of Hotel Loyalty Solution, Bringing “Reward and Redeem” to Hoteliers**

*TravelClick Loyalty Now Offers Hotels the Broadest Range of Loyalty Options Available on a Single Platform*

NEW YORK – June 19, 2018 – TravelClick, a leading global provider of data and revenue-generating solutions for hoteliers, today announced the release of its latest version of TravelClick Loyalty that now includes “Reward and Redeem” options for its award-winning iHotelier® and Guest Management System platforms. This new feature allows hotels to create a cashback loyalty program with automated points redemption during the booking process. With this release, TravelClick continues to deliver the industry’s only solution that seamlessly offers a Central Reservations System (CRS), Customer Relationship Management (CRM) and loyalty solution on a single platform.

Hoteliers today recognize the effectiveness of customer loyalty programs. Loyalty customers can spend twice as much as non-loyalty customers, stay 60 percent longer and book 120 percent more often, according to a TravelClick analysis. With the release of TravelClick’s Reward and Redeem, hotels can quickly choose and implement the loyalty solution that best fits their needs – from POS upgrades and cashback programs to robust rewards programs with tiers and status for future bookings.

This latest loyalty feature allows guests to clearly see how many points they’ve earned, select the room that they would like to book and use some or all of their points to pay for the room, with no need to call the hotel or enter a special code. Guests will be able to convert points into cash and pay for all or part of their stay, enabling instant gratification.

“We’re very excited to be using the innovative offering, Reward and Redeem, as it helps us to promote our disposable room inventory as rewards, while building loyalty among repeat guests,” said Vibeke Raddum, CEO, First Hotels, a leading collection of 57 unique hotels in Scandinavia and Iceland. “Moreover, guests can redeem points digitally at the time of booking – there is no need for vouchers or coupons – giving them instant satisfaction and a cash-back solution.”

“While loyalty is right for most hotels, many of them struggle to find a program that seamlessly works with their CRS and CRM, and also meets their business needs,” said Greg Sheppard, Senior Vice President of Business Intelligence and Guest Management Solutions, TravelClick. “With this Reward and Redeem solution, hotels of all sizes can quickly establish a loyalty program that helps to drive repeat business.”

“TravelClick is the only provider in the market to offer a fully turnkey solution for loyalty that also spans CRS and CRM – a huge benefit for our customers,” added Shayne Paddock, Vice President, Guest Management Solutions Product Development & Innovation, TravelClick. “Our solution now offers the full gamut of loyalty solutions, from Surprise and Delight models to the full Reward and Redeem. With Reward and Redeem now an option, TravelClick gives hoteliers the power to decide which types of reward programs best fit their guests’ needs and deploy them quickly.”

Demos of the new loyalty solution with reward redemption will be available at TravelClick's Booth 1939 at HITEC, taking place at the George R. Brown Convention Center in Houston, Texas, on June 18 through 21, 2018.

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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 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](#).

