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TravelClick Partners with The Guestbook to Bring Its Cash Back Rewards Program to Independent Hotels

Enables TravelClick's Hoteliers to Drive Direct Bookings by Joining The Guestbook's Loyalty Network of More Than 600 Independent Hotels Globally

September 5, 2018 - New York, NY – TravelClick, a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced a new partnership with The Guestbook, the hospitality industry's first, best, and only instant cash back rewards program to further increase direct bookings for TravelClick's independent hotels.

Whether hotel guests are currently earning loyalty discounts, perks or other benefits through existing book direct initiatives, The Guestbook provides additional cash back options to sweeten the deal and encourage repeat visits. This partnership makes it even easier for TravelClick hotels to learn about and implement The Guestbook's simple, turn-key offering and tap into The Guestbook's global network of over 600 independent and boutique hotels.

"The Guestbook partnership allows our hoteliers to participate in a high-value loyalty program and offer additional book direct incentives to guests," said Curtis Brewer, Senior Vice President, Reservations and Web Solutions at TravelClick. "This comes following June's launch of Reward and Redeem, TravelClick's customizable points-based loyalty program ideal for larger groups, and provides another option for independent hoteliers looking to join a loyalty network."

Q&A Residential Hotel in New York City epitomizes the benefits of the partnership. When The Guestbook reward program was active on TravelClick's iHotelier® Booking Engine 4.0 at Q&A Residential Hotel, direct booking conversions increased by 25 percent. Q&A Hotel now offers The Guestbook as an additional benefit for all guests who book direct.

"Independent hotels need to do more to gain loyalty from guests and compete with big brands," said Steve Brown, CEO of Q&A Hotel and Furnished Quarters. "In addition to offering huge, stylish suites and a unique guest experience, using TravelClick and The Guestbook, we are now more likely to capture business travelers and have them book directly when they are choosing accommodations."

"We designed The Guestbook rewards platform to be easy for hoteliers and guests alike, and when paired with TravelClick's iHotelier Booking Engine 4.0, it means that guests are not only more likely to convert but they are also more likely to return," said James Gancos, Founder and CEO at The Guestbook. "TravelClick iHotelier clients utilizing our rewards program see significant savings and return on investment with guests booking direct."

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About The Guestbook

The Guestbook is a rewards-based direct booking conversion platform built exclusively for independent and boutique brand hotels. Guests who join the program (guest enrollment is free) and book direct are rewarded with 5% cash back via PayPal, gift cards, charitable donation, or 10% to use towards future stays at a network of over 600 fantastic hotels. The platform is designed to seamlessly enhance other direct booking & loyalty strategies and deliver a high return on investment. The Guestbook has grown to operate in over 60 countries since its launch in 2014 because its founders are hoteliers who understand that the keys to success in the business are simplicity and always putting hotels first. To learn more about The Guestbook, please visit www.thequestbook.com/hoteliers.

About TravelClick

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](#).

