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TravelClick Launches Artificial Intelligence-Powered Campaign Advisor

Hotels Can Now Maximize Bookings by Intelligently Optimizing Email Marketing

NEW YORK – March 1, 2018 – [TravelClick](#), a leading global provider of data and revenue-generating solutions for hoteliers, today announced the launch of Campaign Advisor on the Company's [Guest Management Solutions](#) (GMS) platform. Powered by data from billions of customer touchpoints across the entire guest journey, Campaign Advisor allows hoteliers to better target their marketing and drive more direct bookings. Campaign Advisor's AI-powered, predictive algorithm maximizes bookings for hotels by determining the best send time for each guest.

Hotels can set allotted windows of time to send marketing campaigns, and Campaign Advisor will automatically optimize the send time for each guest algorithmically. This new feature is part of TravelClick's ongoing strategy to create data-driven marketing approaches that personalize the guest journey – from email marketing to upgrade offers.

"Following TravelClick's launch of our AI-powered Guest Messenger last year, Campaign Advisor is the next advance in data-driven marketing that's available to hoteliers, allowing them to maximize revenue by engaging the right guests at the right time," said Greg Sheppard, Senior Vice President of Business Intelligence and Guest Management Solutions at TravelClick. "It's not only seamless and user-friendly but also able to automate and optimize marketing campaigns to better target guests with no additional manual work required."

"Campaign Advisor streamlines the process for hoteliers and, using artificial intelligence, continues to evolve with better predictions about when a guest is most likely to book," added Shayne Paddock, CIO of Guest Management Solutions at TravelClick. "All hotels, both large and small, can apply AI to drive higher conversions on their marketing campaigns. If hotels aren't using AI to power their marketing, they are falling behind the curve."

Campaign Advisor is currently in beta. To learn more, visit TravelClick's Stand No. 121 in Hall 8.1 at [ITB Berlin](#) from March 7 through 11, 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, Dubai, Hong Kong, Melbourne, Myrtle Beach, 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](#).