



TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

Media Contacts

Caitlin Kasunich / Christina Panta
KCSA Strategic Communications
212.896.1241 / 212.896.1208
ckasunich@kcsa.com / cpanta@kcsa.com

TravelClick Launches Innovative New Messenger Feature with Guest Management Solutions

Guest Messenger Allows Hoteliers to Personalize the Guest Experience and Build Loyalty by Texting with Guests Before, During and After Stays

NEW YORK – February 27, 2017 – In an increasingly digital and mobile world where consumers rely heavily on their smartphones, TravelClick (“the Company”), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, has launched a new Guest Messenger feature, which is integrated into TravelClick’s Guest Management Solutions (GMS). With this innovative tool, hoteliers can have text conversations with guests before, during and after stays to not only further engage guests and personalize the guest experience but also build loyalty.

Guest Messenger allows hoteliers to send marketing messages via text to all opted-in guests who are on the property, converse with guests individually, set up email notifications to alert staff to respond to messages and store conversation histories on the GMS guest profile to personalize future communications based on preferences. Hoteliers can also chat with guests via Facebook Messenger and WeChat if preferred, with other messenger app integrations on the way.

“TravelClick’s GMS is focused on creating the best possible guest experience, which includes keeping guests engaged through their preferred communication channels, like texts,” said Greg Sheppard, Senior Vice President, Business Intelligence Products, TravelClick. “This not only strengthens on-property communication, but it also gives guests another way to interact with a hotelier on a more personal level. Additionally, as data is at the center of everything TravelClick does, Guest Messenger’s ability to tie entire conversations to the guest profile ultimately gives hoteliers more data and a chance to get smarter about guests’ wants and needs, opening the door to drive more revenue.”

TravelClick plans to deliver additional value to customers by integrating its Guest Management Solutions with its Reservations & Booking Engine Solutions. The future integrations will mean a truly holistic solution for TravelClick customers to grow revenue, build consumer loyalty and improve performance.

###

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 38,000 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, Bucharest, Chicago, Barcelona, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. Additionally, the Company fosters more than 600 travel-focused partnerships for hotels to leverage. Follow TravelClick on Facebook, Twitter and LinkedIn.