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Media Contacts

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

Mövenpick Hotels & Resorts Joins TravelClick's Market-Leading Demand360® Program

Demand360 Network of Global Data Providers Continues to Expand, Empowering More Hoteliers to Develop Strategies that Maximize Revenue

NEW YORK – October 16, 2017 – TravelClick, a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced a partnership with Mövenpick Hotels & Resorts, which is represented in 24 countries with 83 hotels, resorts and Nile cruises in operation, to join TravelClick's Demand360® program, a Hotelligence360® solution.

This partnership further expands the Demand360 network of global data providers, giving hoteliers access to even more data that will allow them to more effectively identify in-market trends and maximize revenue per available room (RevPAR) moving forward.

With the addition of Mövenpick, more than 23,000 properties around the world now contribute their future and historical data to Demand360, with many more coming soon. Demand360 is the only competitive market intelligence product available to the hospitality industry that provides powerful forward-looking reservation metrics and competitive share by segment and channel. Using Demand360's comprehensive picture of hotel demand over time, hoteliers can better optimize revenue management, distribution and marketing strategies.

"Our partnership with TravelClick gives us future visibility in the marketplace," said Etienne Faisandier, Vice President, Revenue Management & Business Intelligence, Mövenpick Hotels & Resorts. "With Demand360, we now have a powerful tool in our arsenal to make the necessary strategic decisions that will optimize future opportunities to drive RevPAR – all of the while gaining a more holistic view of performance and where the business is coming from. This new development is a clear benefit of our integrated cloud-based commercial systems strategy, providing all of our hotels with the latest technology and tools to drive market share premium."

"Demand360 is the most powerful future data in the industry," added Greg Sheppard, Senior Vice President, Business Intelligence, TravelClick. "As our Demand360 program continues to grow internationally, hoteliers are clearly seeing the value of using business intelligence to see into the future of their markets, enabling them to drive business to higher-rated segments and lower-cost channels."

TravelClick and Mövenpick Hotels & Resorts' expanded partnership also includes increased utilization of Agency360®, another Hotelligence360 solution, which allows hoteliers to understand their share of corporate business and identify-specific opportunities for growth.

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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 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.

About Mövenpick Hotels & Resorts

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 24 countries with over 80 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Basel (Switzerland).

Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment – all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world.

The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit www.movenpick.com.

