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FOR IMMEDIATE RELEASE

## **Leonardo Hotels Chooses Hotelligence360™ Business Intelligence by TRAVELCLICK®**

*Major European hotel chain sees opportunity to improve financial performance through use of revolutionary new web-based application*

**CHICAGO/BERLIN (ITB, March 12, 2010)** — TRAVELCLICK®, the market leader in hotel e-commerce and business intelligence solutions, today announced that Leonardo Hotels is the first major European chain customer for its new Hotelligence360™ business intelligence solution. With 60 hotels across major cities in Germany, Belgium, Switzerland, and Israel, Leonardo Hotels, managed by Fattal Hotels, is adopting the new application across its portfolio. The market-leading solution will provide the chain with a comprehensive view of critical performance information in a way that has previously never been possible. With both historical and future data in Hotelligence360's online interactive environment, Leonardo Hotels will be able to understand its competitive position, shift market share, and source new customers, leading to a new level of financial performance and profit maximization.

Leonardo Hotels adopted the application in a drive to further penetrate existing markets and capture new opportunities—initially focusing on Global Distribution System business and extending to other channels. Armed with an ambitious growth plan, the company required an offering that would help it expand into new cities and regions by presenting intelligence in a highly insightful and usable way. With Hotelligence360, the chain is able to analyze and extract knowledge that will translate into bookings growth on both the property and chain levels.

Launched in January of this year, Hotelligence360 is a next-generation business intelligence application that offers hoteliers a clear competitive advantage. It enables hotels to understand their absolute performance and how they compare to any of a number of competitive sets or the market as a whole. With insight into both historic and future demand relative to the competition, the user can expose new revenue opportunities while there is still time to take action to optimize financial performance. Customers of Hotelligence360 will benefit from an easy-to-understand, interactive dashboard, with an alert system that will surface key issues to the user's dashboard, email, or mobile device—enabling them to quickly respond to changing market needs. Hoteliers can



forecast future trends and predict shifts in consumer patterns before they occur and monitor hotel performance against multiple competitive sets, giving them the edge they require in today's competitive marketplace.

"This application will be invaluable in helping us realize our growth plans across Europe, competing on the same level as the mega chains and expanding into franchise operations," said Shay Raz, Director of Revenue and Development for Leonardo Hotels/Fattal Hotels Europe. "Hotelligence360's dashboards, alerts, and guided analytics will not only deliver data; they will convert that data into knowledge for informed decisions that fuel our growth strategy and boost portfolio performance. The application is fast, easy to use, and highly intuitive--making paper-based reports obsolete. TRAVELCLICK has truly delivered the next generation in business intelligence."

In addition to using the Hotelligence360 Property Edition in 60 of its hotels, the chain's corporate office is implementing the Enterprise Edition, designed for hoteliers who own or manage multiple properties and require complete cross-portfolio brand management and analysis.

With more than 40,000 users of its business intelligence products, TRAVELCLICK has a deep understanding of how to translate information and data into strategic insights with clear business value, leading directly to enhanced market and financial performance for its global hotel customers.

"As Leonardo Hotels pursues their goals for expansion, Hotelligence360 will be a crucial tool," said Jan Tissera, President of TRAVELCLICK International. "We're excited to be working with such a fast-growing organization that sees data not as a commodity, but as a strategic asset that can be leveraged for competitive advantage—in the markets they operate in and beyond."

Hotelligence360 is the latest addition to TRAVELCLICK's suite of business intelligence products, which includes RateVIEW™, TRAVELCLICK's rate-shopping tool, and SearchVIEW™, an application that enables hoteliers to understand how online consumers view their hotel.

### **About TRAVELCLICK, Inc.**

TRAVELCLICK ([www.travelclick.net](http://www.travelclick.net)), the leader in hotel ecommerce solutions, provides a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers business intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase revenue and profitability. Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries with offices in Baltimore, Barcelona, Chicago, Dubai, Houston, Melbourne, Shanghai, and Tokyo. Follow us on [www.twitter.com/TRAVELCLICK\\_INC](https://www.twitter.com/TRAVELCLICK_INC) and [www.facebook.com/TRAVELCLICK](https://www.facebook.com/TRAVELCLICK).

## **About Leonardo Hotels**

Leonardo Hotels is the European division of Fattal Hotels, which was founded in 1998 by David Fattal. The leading hotel chain comprises more than 60 hotels. The Leonardo Hotels chain has been present in Germany since 2007; it currently operates over 30 hotels in Germany, Belgium, Israel and Switzerland and will soon be opening new hotels in other attractive locations in Europe. The company's head office is in Berlin. For more details on Leonardo Hotels please visit [www.leonardo-hotels.com](http://www.leonardo-hotels.com).

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