

TravelCLICK: The Single Solution for Smart Hotel eCommerce

TravelCLICK is the next generation of intelligent hotel ecommerce—a powerful single solution for hotel merchandizing that maximizes bookings and revenue performance. With comprehensive distribution and marketing services, coupled with personalized care and local market expertise, TravelCLICK delivers strategic, competitive advantage for hoteliers worldwide.

- **Market Intelligence Solutions**
Evaluate opportunities and outsmart the competition.
- **eMarketing Solutions**
Increase visibility and drive demand more effectively.
- **Distribution Services**
Convert shoppers and maximize revenue per stay.

At TravelCLICK, we help our clients make better business decisions, generate greater demand from the right mix of channels, and convert more shoppers to high-value guests.

The smarter way to book more rooms.



travelclick.net

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Selling More Hotel Rooms— SMARTER

Intelligent Hotel eCommerce

Distribution Services • Web Booking Engine
GDS Connectivity • Travel Agent Media
Web Design & eMarketing • Market Intelligence



The Total Solution for Hotel eCommerce

Market Intelligence

Outsmart the Competition: Analyze competitive market data and use powerful proprietary decision-support tools to develop profitable strategies that maximize your market share.

- **Hotelligence®:** Benchmark of hotel's historic GDS performance against your competitive set, including occupancy, pricing trends, stay patterns, and more. The Enterprise version provides a consolidated view of performance for a group of hotels for owners, brands, or regional managers.
- **FuturePACE®:** Forward-looking view of hotel performance that allows you to see your hotel's future market share against your competitive set, so you can identify opportunities to increase share.
- **RateVIEW®:** Rate shopping tool that allows you to monitor your rates against the competition within the GDS and Internet channels through a web-based interactive user interface. The Enterprise version consolidates your view across hotels in your portfolio.
- **SearchVIEW™:** See how your hotel and the competition rank on search engines and third-party sites, and monitor consumer review sites.



Distribution Services

Merchandise Property & Convert Shoppers: Helping you book more hotel rooms and control inventory across all channels, including the GDS, third-party websites, and your own hotel website.

- **iHotelier® Central Reservation System:** Robust integrated reservation management and marketing solution delivering top reliability for thousands of hotels worldwide.
- **iStay®:** Award-winning single-screen booking engine and hotel merchandising platform that converts more guests directly from your hotel website at higher yields.
- **ChannelDirect™:** Rate, inventory and restrictions management across multiple third-party sites worldwide through a single, web-based application.

eMarketing Solutions

Top Visibility on the Smartest Channels: The smart way to reach your best targets and generate demand online, reaching out to travel agents and consumers alike.

- **Travel Agent Targeted Advertising:** Promotes your property on key GDS screens at the travel agent point of sale to increase hotel visibility and bookings.
- **Travel Agent Preferred Placement:** Positions your hotel at or near the top of GDS search results to increase booking probability.
- **Web Presence Management:** Self-manage web updates and rich digital content in real time with our robust next generation content management system.
- **Website Design:** Award-winning design with compelling digital content that drives higher conversions.
- **Search Engine Optimization:** Improves your organic search results with major search engines such as Google and Yahoo!
- **Pay-Per-Click (PPC) Advertising:** Gain higher visibility by acquiring premium page positions and driving qualified traffic direct to your site.

Helping Hotels Sell More Rooms Smarter Worldwide