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### **TravelClick and IDEaS Expand Partnership with Advanced Integration for Hotels**

*TravelClick's iHotelier Central Reservations System Integrates with IDEaS' G3 Revenue Management System, Providing Speed and Power to Hotels' Distribution and Revenue Strategies*

NEW YORK, N.Y. December 14, 2017 – TravelClick, a leading global provider of data and revenue-generating solutions for hoteliers, and IDEaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, have announced a powerful, seamless integration between TravelClick's iHotelier Central Reservations System (CRS), as well as Demand360, and the IDEaS G3 Revenue Management System (IDEaS G3 RMS).

For the first time, users of both IDEaS G3 RMS and the iHotelier CRS can build a comprehensive revenue strategy based on the most relevant demand indicators and deploy that strategy across various channels to reach more potential guests. The iHotelier and Demand360 integrations allow IDEaS customers to drastically reduce manual operations, receive real-time updates, and optimize their pricing strategy against competitors by utilizing exclusive future-looking market data. This new integration of systems enables the efficient distribution of data-driven decisions, like pricing and inventory management, to maximize profitability for hotels.

"As a result of this integration, we now have the ability to manage rates based on hurdle values in our CRS, which has removed one of our last manual processes, enabling real-time yielding of rates and inventory," said Angus Blair, Director of Revenue Management, Peabody Hotel Memphis. "This enhancement further empowers our property to drive revenue per available room (RevPAR), ensuring that the ideal rate is sold at the right time through the appropriate channel."

"Hotels can effortlessly deploy analytically determined pricing and inventory controls for specific room types and rate plans across their distribution networks and reach guests globally through our iHotelier CRS and Demand360 integration," added Mike Chuma, Vice President of Product Strategy, IDEaS Revenue Solutions. "As we continue to solve complex business challenges that hotels encounter, dynamic partnerships like this are paramount to ensuring that our clients have access to the latest innovations in revenue strategy technology to meet their goals."

"The IDEaS G3 RMS integration enhances TravelClick's suite of solutions by providing hotels with the unique opportunity to own pricing decisions and revenue management strategies from a central location," concluded Matt Vice, Vice President of Reservations Solutions and Global Connectivity, TravelClick. "In addition, this integration allows for hurdle values to be sent at the product level. This advanced method for hotels to manage their revenue strategy with future-looking demand data is revolutionizing the hotel industry, with both TravelClick and our partner, IDEaS, leading the charge."

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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 IDeaS**

With more than 1.6 million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and with nearly three decades of experience, IDeaS proudly supports over 10,000 clients in 111 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDeaS empowers clients to build and maintain revenue management cultures – from single entities to world-renowned estates – by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities – not just for rooms, but across the entire hotel enterprise. For more information, visit [www.ideas.com](http://www.ideas.com).

