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TravelClick Acquires Hospitality CRM Solutions Provider Digital Alchemy

Acquisition Adds Expertise and Depth to Guest Management Solutions, One of TravelClick's Fastest Growing Products

NEW YORK, March 28, 2018 – TravelClick (“the Company”), a leading global provider of data and revenue-generating solutions for hoteliers, announced today that it has purchased Dallas-based Digital Alchemy, a Customer Relationship Management (CRM) and email marketing solutions provider for hotels and spas around the world. Terms of the transaction were not announced.

“With its highly regarded, full-service CRM offering and its talented team with deep hospitality expertise, we look forward to having Digital Alchemy join TravelClick,” said Greg Sheppard, Senior Vice President of Business Intelligence and Guest Management Solutions at TravelClick. “Our combined offering broadens TravelClick’s position in one of the industry’s fastest-growing segments and allows us to more effectively serve hoteliers as they look to optimize how they market and sell to their customers.”

For nearly two decades, Digital Alchemy has created state-of-the-art CRM and digital marketing solutions that help drive revenue and boost guest loyalty for hotels, resorts and spas. Digital Alchemy’s founder and CEO, Don Hay, will join TravelClick as part of the acquisition.

“The addition of Digital Alchemy to TravelClick’s Guest Management Solutions adds even more strength and focus to a rapidly expanding business. TravelClick’s overarching strategy is to offer best-in-class products that allow all hoteliers, large and small, to maximize revenue,” added Sheppard. “The acquisition helps us continue to drive innovation in the hotel CRM space. This is all about offering our customers the most robust solutions that provide the deepest value.”

“TravelClick is one of the largest, most respected providers of data-driven technology and marketing solutions to hoteliers across the globe and is the perfect complement to Digital Alchemy,” said Don Hay, CEO of Digital Alchemy. “Our customers will benefit from TravelClick’s scale and expanded product offerings, enabling them to maximize their results and grow their business faster than ever.”

For more information, please visit www.travelclick.com.

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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 50,000 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, Barcelona, Bucharest, Chicago, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. The Company also provides its hotel customers with access to a global network of over 600 travel-focused partners. Follow TravelClick on [Facebook](#), [Twitter](#) and [LinkedIn](#).



About Digital Alchemy

For almost 20 years Digital Alchemy has led the way in guest communications and revenue enhancing email marketing solutions for the hospitality and wellness industries. Having built a strong global presence, Digital Alchemy services some of the most prestigious hotels, resorts and spas all over the world. Through a full-service account management approach and best-in-class email design, they have empowered hoteliers and spa owners alike to increase operational efficiency while effectively providing marketing solutions to encourage repeat, loyal guests. Digital Alchemy's robust solution offerings include pre- and post-stay email suites, on-property communication with mobile friendly capability, enhanced guest sentiment gathering and reporting, revenue tracking and proven ROI reporting on email campaigns, guest demographic data dashboards, spa-specific text messaging and more. To learn more visit www.DigitalAlchemy.com.