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TravelClick Expands Strategic Business Intelligence Relationship with Hyatt

TravelClick's Demand360®, Rate360® and Agency360® Preferred Solutions for Hyatt

NEW YORK, October 24, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced the Company's expanded data relationship with [Hyatt](#), a leading global hospitality company with a portfolio of 13 premier hotel brands and more than 700 properties in 56 countries.

Through this expanded partnership, Hyatt will expand its corporate-level use of TravelClick's [Hotelligence360® Business Intelligence Solutions: Demand360®, Rate360® and Agency360®](#), and will also exclusively recommend the solutions for use across all Hyatt hotels and resorts.

"At Hyatt, we are continuously growing our use of data to better understand our guests and drive smarter decisions," said Greg Cross, senior vice president, revenue management, Hyatt. "TravelClick's forward-looking Business Intelligence solutions give our colleagues the critical datapoints they need to make everyday decisions around setting rates, driving the right mix of business and forming winning relationships with travel agencies."

"TravelClick is excited about our expanded relationship with such a notable hospitality leader like Hyatt," added Greg Sheppard, senior vice president, business intelligence products, TravelClick. "Having full visibility into rates and demand in their market is a critical resource for hoteliers, and we look forward to deepening our work with Hyatt to continue to drive rapid growth and success."

Hyatt joins several other global brands in its exclusive recommendation of TravelClick's market-leading Business Intelligence solutions.

TravelClick's Hotelligence360 solutions include:

- Demand360 – With more than 23,000 hotels around the world participating, Demand360 is the only competitive market intelligence product available to the hospitality industry that provides forward-looking reservation metrics and competitive share by segment and channel. Hoteliers can develop a deep understanding of in-market trends and identify specific strategies to capitalize on future revenue opportunities.
- Rate360 – The No. 1 rated shopping solution in the hospitality industry – gathering over 10 billion rates per month from more than 600 sources, the vast majority of which are gathered through direct API connections for the highest degree of data quality – Rate360 ensures that hoteliers can rely on rate data to maximize revenue and optimize their competitive positions.
- Agency360 – The only source of travel agent bookings from all four GDS systems, Agency360 helps hoteliers to understand their share of corporate business and identify specific opportunities for growth.

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The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About TravelClick, Inc.

TravelClick (TravelClick.com) provides innovative cloud-based solutions for hotels around the globe to grow their revenue, reduce costs and improve performance. TravelClick offers hotels world-class reservation solutions, business intelligence products, and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 38,000 hotel clients in over 160 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, Bucharest, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai, Singapore and Tokyo. Follow us on twitter.com/TravelClick and facebook.com/TravelClick.

