

The Recipe for Highly Engaged Guest Relationships

Increase repeat bookings through sustainable loyalty

Travelers have more options than ever when it comes to choosing their accommodation. Thriving hoteliers know it takes more than just a clean, comfortable room to motivate them to book. Guests are no longer simply just looking for a place to sleep. Instead, they opt to stay at properties that can provide them with meaningful experiences. Leveraging Guest Management solutions (GMS) is the key to creating personalized offers and building long-lasting relationships with customers.

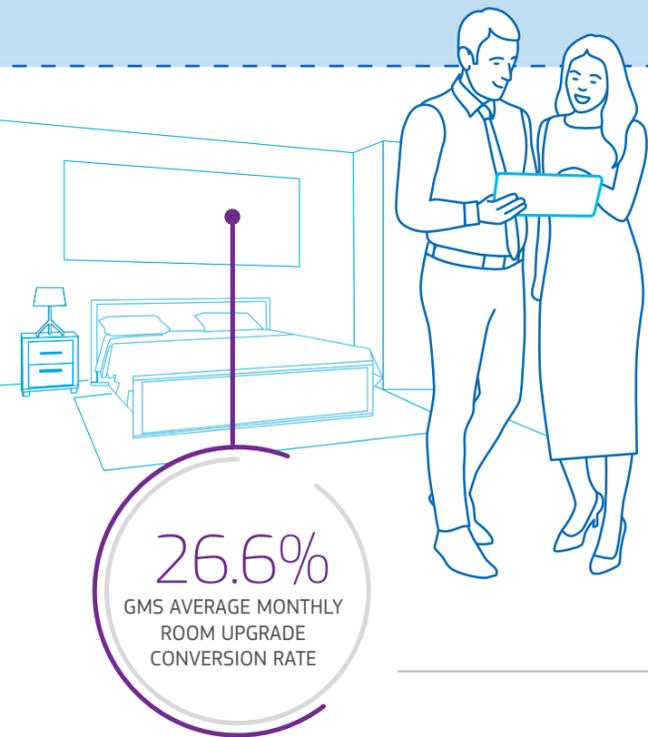
The value of TravelClick GMS

16.6% OPEN RATE The standard marketing email open rate in Travel and Hospitality is **16.6%** with an average click through rate of **2.8%**¹.

6X HIGHER CONVERSION RATES Personalized emails deliver **6x** higher conversion rates².

18.1% OPEN RATE The average GMS automated email open rate is **18.1%**, with an average click through rate of **3.5%**.

43k GENERATED MONTHLY Every month **43k** reservations are generated with **110k** nights booked through personalized GMS content.



Personalize the travel journey

Every month, over **425k** pre-arrival emails are sent to upcoming guests through GMS containing important information like new partnerships with local businesses.

70% OF GLOBAL GUESTS WANT HOTELS TO PROVIDE ADVICE ON UNIQUE OPPORTUNITIES³

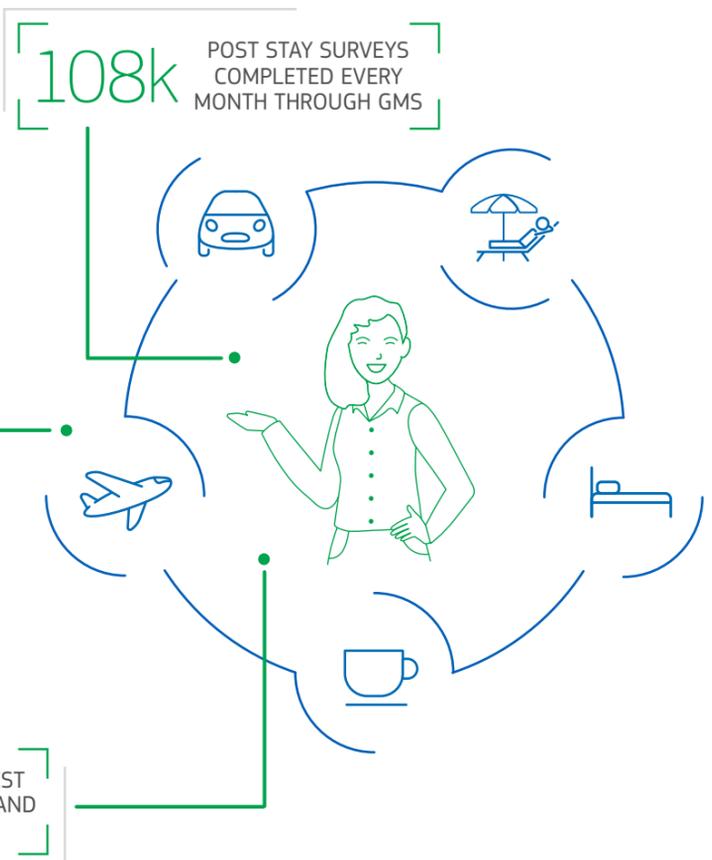
Achieve a 360° view of your guests

Over **108k** post stay surveys are completed every month in GMS, allowing hoteliers to gain a deeper view of their guests, and know where to improve their service delivery.

86% TRAVELERS WILL READ ONLINE REVIEWS BEFORE BOOKING⁴

GMS integrates with Tripadvisor.com and Google Places to allow your valued guests to easily post reviews online after a survey is completed.

GMS SUPPORTS OVER **15M** ACTIVE GUEST PROFILES CENTRALIZING PREFERENCES AND BEHAVIORAL DATA IN ONE PLACE



Whether it's before, during, or after their stay, you can target guests with the right message at the right time to edge out your competition and increase engagement.

Learn more about how our guest management solutions can drive guest loyalty and increase revenue for your property(s).

www.travelclick.com/solutions/guest-management

1. <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

2. <https://www.experianplc.com/media/news/2014/experian-marketing-services-study-finds-personalized-emails-generate-six/>

3. <https://www.amadeus-hospitality.com/resources/drivers-of-change-in-hospitality/>

4. <https://mk0tainsights9mrv7ww.kinstacdn.com/wp-content/uploads/2018/10/TripBarmeter-2017-2018.pdf>