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TravelClick and Hilton Announce Expanded Data Partnership

Hilton and TravelClick Exclusively Partner across Business Intelligence Solutions, including Demand360®, Rate360® and Agency360®

NEW YORK, January 30, 2017 – [TravelClick](#), a global provider of innovative, cloud-based and data-driven solutions for hotels to maximize revenue, today announced its new, expanded partnership with [Hilton](#), one of the largest and fastest growing hospitality companies in the world, with more than 4,800 hotels, resorts and timeshare properties. Through this partnership, Hilton will more extensively utilize TravelClick's innovative, data-driven [Demand360](#), [Rate360](#) and [Agency360](#) solutions at the corporate level and exclusively endorse them for all Hilton properties to advance decision-making, optimize channel mix and maximize revenue per available room (RevPAR).

This partnership highlights the value of TravelClick's Business Intelligence solutions in enabling properties to drive significant RevPAR growth to stay ahead of the curve in an increasingly competitive global landscape. Hilton and TravelClick will work together to increase adoption and utilization of TravelClick's three Business Intelligence products across the Hilton portfolio. Hilton will also be an active partner in new product development and innovation to meet the ever-evolving needs of the hospitality industry.

"It is critical that we seek tools and technologies that enable our hoteliers to improve performance and stay competitive," said Kelly Phillips, Senior Vice President, Transient Sales & Distribution, Hilton. "By expanding our partnership with TravelClick, we will be able to increase both corporate and individual property success – from gaining future visibility into markets to identifying which agencies are booking with the competition."

"This important partnership with Hilton is just another example of how TravelClick's products are best-in-class and vital for the future growth of global hotels," added Greg Sheppard, Senior Vice President, Business Intelligence Products, TravelClick. "The impact for hoteliers of having access to robust data right at their fingertips cannot be overstated, and we look forward to continuing to deepen our relationship with Hilton."

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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 Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, comprising more than 4,800 managed, franchised, owned and leased hotels and timeshare properties with nearly 789,000 rooms in 104

countries and territories. For 97 years, Hilton has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including an exclusive member discount, free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where Hilton HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

