

## **Media Contacts**

Caitlin Kasunich / Christina Panta  
KCSA Strategic Communications  
212.896.1241 / 212.896.1208  
[ckasunich@kcsa.com](mailto:ckasunich@kcsa.com) / [cpanta@kcsa.com](mailto:cpanta@kcsa.com)

## **NH Hotel Group Joins TravelClick's Industry-Leading Demand360® Network**

*Continued Rapid Expansion of Demand360® International Data Providers Helps Hotels Gain Their Fair Share of Bookings*

NEW YORK – November 14, 2018 – TravelClick, an Amadeus company, today announced NH Hotel Group, a world-leading urban hotel operator with close to 400 hotels and nearly 60,000 rooms in 30 markets, joined TravelClick's Demand360® program, a Hotelligence360® solution. This marks the continued rapid expansion of TravelClick's Demand360 program, which gives hoteliers unique access to forward-looking demand data and allows hoteliers to develop optimal strategies for maximizing revenue.

With the addition of NH Hotel Group, more than 25,000 properties around the world now participate in Demand360, the hospitality industry's competitive market intelligence product providing forward-looking reservation metrics and competitive share by segment and channel.

"Working with TravelClick's Demand360 not only assists our individual hotels with a complete understanding of the booking trends in their local market, but also gives them the ability to know what actions to take to drive performance and ensure that they are getting their fair share of bookings through the right segment and channel," said Fernando Vives, Chief Commercial Officer, NH Hotel Group. "TravelClick's data is essential for enabling us to make fact-based decisions and move beyond the traditional approach of historical forecasting."

"NH Hotel Group joining as a new TravelClick Demand360 data partner further signifies the strength and value hoteliers achieve from our international network of demand data providers," added Greg Sheppard, Senior Vice President, Business Intelligence Solutions at TravelClick. "Using Demand360 allows hotels to make the most accurate inventory allocation and marketing decisions that have been proven to measurably improve profitability."

###

### **About TravelClick, an Amadeus Company**

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 25,000 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, Dallas, Dubai, Hong Kong, Melbourne, 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 NH Hotel Group**

NH Hotel Group is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 30 markets across Europe, America and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna. As a responsible company and benchmark in the hospitality industry, NH Hotel Group

offers hotel services that anticipate to the needs of all its stakeholders: employees, customers, suppliers, shareholders, society and the environment, caring for every detail and providing efficient and sustainable solutions.