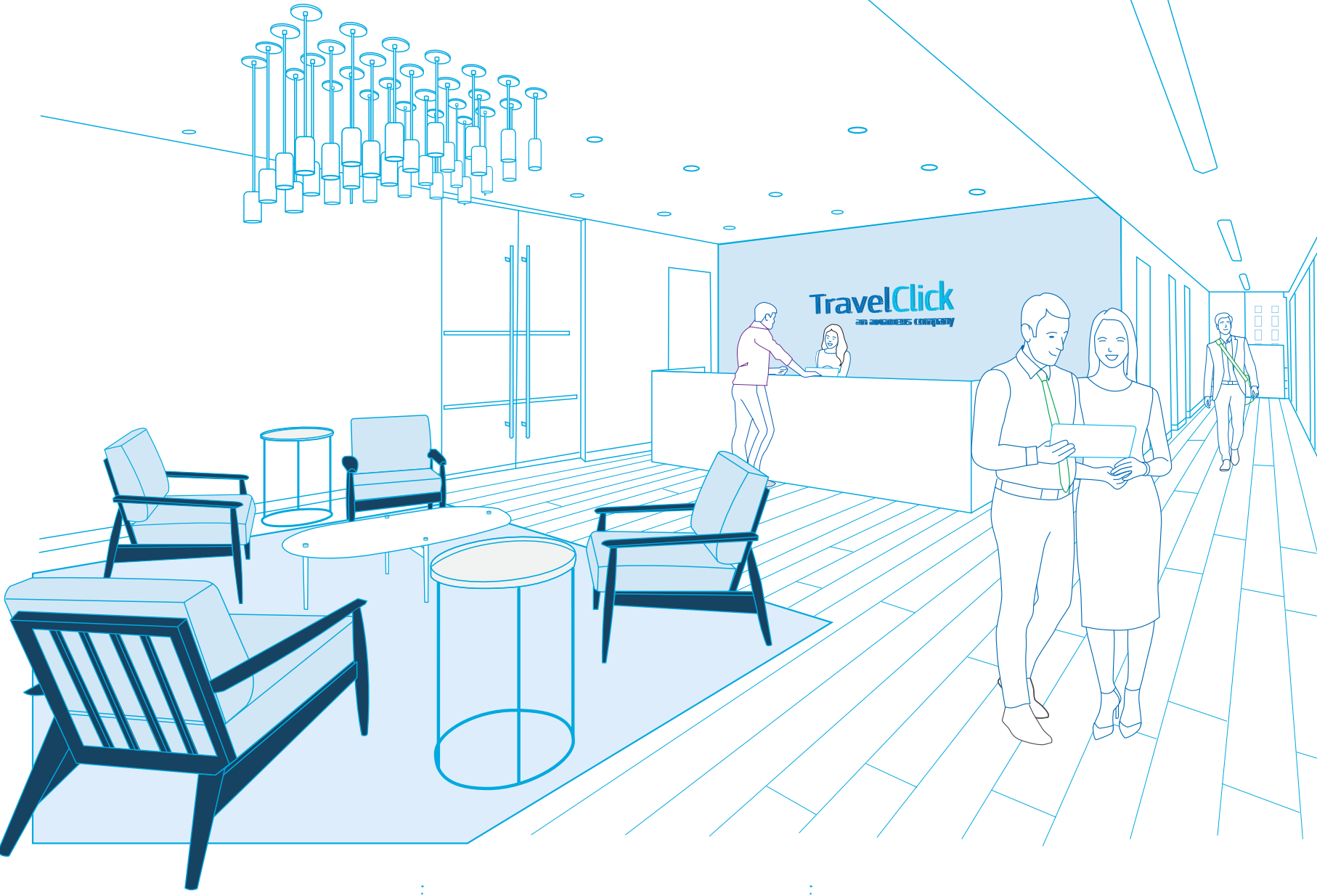


# TravelClick 2019 Year in Review

2019 brought new changes, and with it, new growth



## 23%

YOY increase in revenue for hotels

## 32%

YOY increase/growth in transactions

## \$1.3B

total revenue driven via iHotelier/5.4 Million Bookings

In 2019, we've launched new enhancements in iHotelier and GMS to help you increase demand and work smarter not harder



### New Revenue Management and Rate Plan Screens

\_Manage rate strategy quickly and easily with our new revenue management experience that consolidates 12 revenue management pages into one unified dashboard



### Daily Promotions

\_Combat issues with rate parity and by stacking new daily promotions with reservation-based promotions the way the OTAs do today

**DAILY PROMOTIONS HAVE DRIVEN AN AVERAGE OF 15 ADDITIONAL BOOKINGS PER MONTH ACROSS ALL 200 BETA PARTICIPANTS**



### Call Center Enhancements

\_Significant upgrades to the Call Center save time for voice agents by pulling in content, rates, imagery, and more directly from Booking Engine 4.0. Seamless shopping is now powered by rate search across multiple properties and advanced search and filter options



### New Self-Service Taxes and Fees Module

\_Maximize your value per booking and choose whether to send taxes to specific channels using our new and flexible taxes and fees module



### New Performance Dashboards in iHotelier Analytics

\_Drive more intelligent business decisions with more metrics per channel than ever before. In 2019, we've released new dashboards for tracking performance across Booking Engine, Metasearch, and Promotions to inform revenue strategy



### Enterprise Chain Management

\_We're maintaining laser focus on streamlining operations for hotel groups continuing to expand enterprise capabilities. In 2019, we've empowered hotel groups with the ability to create group-level policies, advertisements, and corporate rates

## GMS Enhancements

### Campaign Advisor integration with Demand360

\_Identify the most impactful time periods to run an email marketing campaign with a Machine Learning-powered forecast based on future looking Demand360 data

### Guest Portal Redesign

\_Engage guests with a new and simplified Guest Portal that enables guests to view account details, manage preferences, and redeem loyalty offers

### Expanded Loyalty Capabilities

\_Drive higher repeat business and ADR with several new loyalty capabilities, including the ability to add private tiers, award points for guest birthdays, and grant free or upgraded wifi

### Enhancements now included in Upsell Advisor via iHotelier

\_Continue driving higher RevPAR and ADR by merchandising enhancement offers, like flowers or wine, directly to the guest with the industry leading Upsell Advisor



Please Welcome our  
Newest iHotelier  
Enterprise Partners

**YTL HOTELS**

**CLASSIC**  
HOTELS & RESORTS

**VILLAGE**  
HOTEL CLUB

**WARWICK**  
HOTELS AND RESORTS

**Hesperia**  
RESORTS

**FALKENSTEINER**  
Hotels & Residences

**stoneycreek**  
HOSPITALITY

**Oceania**  
Hotels

## Connectivity and Partnerships

## 146

New integrations

## 105

New OTAs

## 33

New PMS Connections

## 600+

Total connections



### NEW PARTNERSHIP WITH BING

allows TravelClick hotels to be searchable for travel on a new Metasearch channel, giving hotels access to:

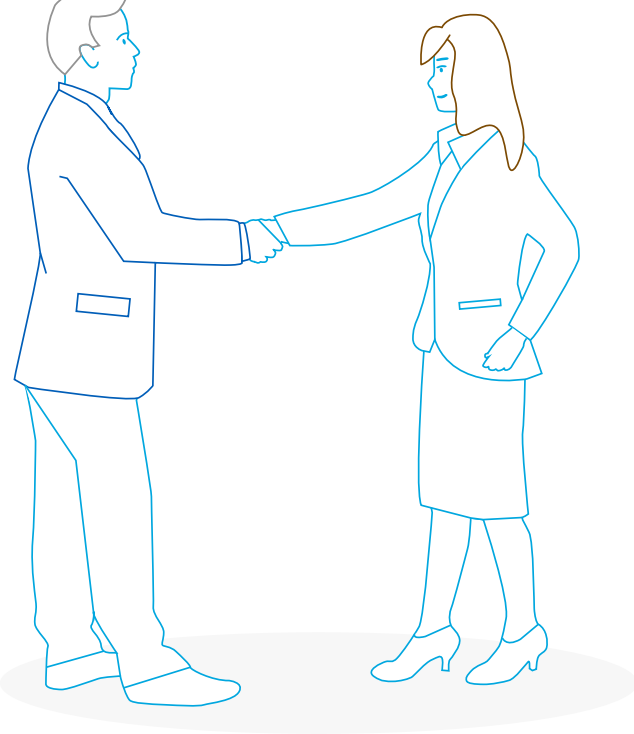
- 37 million+ new unique shoppers
- Drives 6,000 bookings amounting
- Generating \$2 Million of revenue for hotels



### DIRECT CONNECTION WITH AIRBNB

We launched our direct connection with Airbnb in November, empowering hotels with a new place to distribute inventory. In the past two months, we have:

- Driven over 2,000 bookings amounting to an additional \$600,000 for hotels



## Consortia

TravelClick's Consortia Program continues to enhance its preferred-level partnerships with the largest, global travel management companies resulting in increased revenue for subscribed hotels:

## 70%

Opted-In hotels received almost 70% of total GDS revenue

## 224

The team attended 224 events this year

## 3.7m

room nights for an average 9% growth year over year versus non-opted-in hotels