

Haberman for IDEaS

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KCSA for TravelClick

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TravelClick's Demand360® enhances IDEaS advanced revenue management solutions, a first-of-its-kind integrated solution

IDEaS' advanced revenue management systems combine TravelClick's Demand 360® market intelligence product to further optimize hotels' pricing and revenue strategies

Minneapolis, Minn. – September 28, 2016 – [TravelClick](#), a global provider of data-driven solutions that enable hotels to maximize their revenue, and [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced that TravelClick's Demand360® customers are now able to integrate their subscription data into IDEaS systems to allow forward-looking data that power revenue management strategies. This marks the most advanced hotel analytics and demand intelligence integration currently available in the market.

Initially announced as a joint research and development project in 2015, the initiative represents the latest innovation for long-time partners, TravelClick and IDEaS. The integration combines the competitive market intelligence of TravelClick's Demand360 with the world's most advanced automated revenue management solutions to provide hoteliers with a deeper understanding of a property's market position and business potential. The research and development project demonstrated that the insertion of demand intelligence data notably improved the demand forecast and uplift for hotels.

"Market intelligence is the logical next step in the evolution of advanced revenue management. Incorporating future demand and market penetration data is essential to building a superior revenue strategy," said Lisa Rauchenberger, director of revenue management systems and tools, Four Seasons Hotels & Resorts. "It is a very exciting and innovative time for revenue management professionals, knowing these advanced analytics will be provided to hotels via an automated revenue management solution. The more informed the demand model is, the better the optimization of pricing and inventory for hotels."

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. Integrated with IDEaS' industry-leading automated revenue management capabilities, customers who subscribe to both IDEaS' advanced revenue management systems and Demand360 will be empowered by an even more robust demand forecast. By leveraging future booking data, hoteliers will be equipped to better anticipate – and take strategic action via their IDEaS solution – to changes in their competitive environments and markets.

"Demand360's future occupancy and revenue metrics drive RevPAR strategies for brands, groups and independents around the globe," said Greg Sheppard, senior vice president, business intelligence products at TravelClick. "With a community of more than 22,000 properties

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that contribute future and historical data, Demand360 gives customers a comprehensive view of the competitiveness in their market. Now, by integrating the power of Demand360 data directly into IDEaS solutions, our mutual customers will be able to further leverage this data with enhanced forecasting algorithms to optimize their competitive position like never before.”

“As the leader in revenue management in a constantly evolving industry, we are continually seeking innovative ways to provide customers with tools that enhance their revenue strategy, and demand intelligence like TravelClick Demand360 does just that,” said Sanjay Nagalia, chief operating officer for IDEaS. “We are proud that our longstanding partnership with TravelClick has led to the development of this integration, which not only identifies the revenue opportunities, but automatically implements and capitalizes on them - regardless of property size or market position.”

Both TravelClick and IDEaS place great value on the confidentiality and security of their customers’ data. The new integrated solution will ensure strict data use requirements are met at all times. Subscribers will continue to only have access to data for the subscriber hotel and an aggregate view of their competitive set.

Joint TravelClick Demand360 and IDEaS clients will be able to leverage this first-of-its-kind integration in Q4 2016.

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About TravelClick

TravelClick (TravelClick.com) provides innovative cloud-based solutions for hotels around the globe to grow 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 and Singapore.

Follow us on twitter.com/TravelClick and facebook.com/TravelClick.

About IDEaS

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly



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supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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