

**For Immediate Release**

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## **TRIPBAM Releases New Strategic Share Shift (S3) Feature for Corporate Hotel Programmes**

**BERLIN – 28 November 2018** – TRIPBAM today announced a new feature called Strategic Share Shift (S3) that allows travel managers (regardless of company culture) to shift share to preferred hotels and away from hotels that are not performing as expected. The announcement was made at GBTA Conference 2018 – Berlin in Partnership with VDR.

Based upon client and supplier feedback, TRIPBAM found that companies with a proven ability to shift share receive greater discounts and have much stronger hotel programmes overall. The new TRIPBAM S3 offering provides this capability to shift share between properties, driving increased savings and overall hotel programme improvements.

“TRIPBAM is proud to offer a feature that provides another level of intelligence, data, and influence to travel managers,” said Steve Reynolds, TRIPBAM Founder & CEO. “Utilizing TRIPBAM S3 allows for dramatic hotel programme improvement by supplying incredibly rich, yet approachable, information to travel managers to utilize in hotel negotiations and ongoing programme management. Initial results from clients using S3 to drive spend to preferred hotels, and away from underperforming properties, have been impressive.”

Hotel property performance is measured using TRIPBAM Hotel Intelligence, launched in August 2018. Using the S3 and Hotel Intelligence offerings together allow travel managers to better measure overall programme, hotel, and chain-wide performance and compare them to a competitive set of similar companies. The travel manager can then adjust their hotel programme, by taking actions such as replacing poorly performing hotels with higher performing hotels.

Adjustments using S3, based on data available to users, will allow travel managers to drive greater savings and increased compliance for their hotel programmes. The S3 feature is available as part of the TRIPBAM offering for clients, starting immediately.

### **About TRIPBAM™**

Dallas-based [TRIPBAM](http://www.tripbam.com) is a hotel shopping service used by corporations, hotels, travel agencies and travellers. TRIPBAM uses patent-pending shopping processes to find savings on more than 60 percent of hotels searched, with average savings of more than \$100 per booking. Savings can be found on the original property booked, or by including nearby properties or “clusters.” Within the U.S. and internationally, TRIPBAM’s penetration in the corporate travel arena has continued to grow over the company’s four-year lifespan. To date, more than 1,000 companies use TRIPBAM’s services. For more information about the service, go to [www.tripbam.com](http://www.tripbam.com).