

# TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



MARCH 2010

## REGION CONTINUES TO REBOUND

The Middle East/Africa region reported growth in all three key measurements for February 2010. The region's occupancy grew 2.9% to 67.6%; average daily rate (ADR) increased 3.6% to US\$161.75; and revenue per available room (RevPAR) increased 6.6% to US\$109.29.

The instability seen at the end of 2009 and beginning of 2010 seems to have resolved and this region seems poised to sustain its recovery.

*As the travel industry continues to recover, TRAVELCLICK® hotels continue to outperform the market by 345% in revenue month-to-date (MTD).*

## Overall Market versus TRAVELCLICK Hotels, Revenue Performance, Month-to-Date

Overall	+6.6%
TRAVELCLICK	+29.4%

## REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

### Month-to-Date

#### Overall Middle East and Africa Performance in Revenue

TRAVELCLICK iHotelier® customers in the Middle East are driving significant positive YOY growth in revenue and occupancy, while the market reflects moderate growth in the majority of those regions. Overall occupancy growth is 24 percentage points higher and RevPAR growth is 22 percentage points higher for the region than the overall market.

#### Top-performing Countries in Revenue

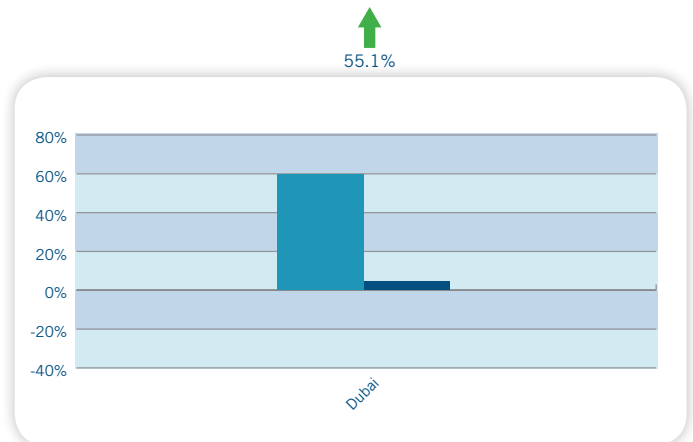
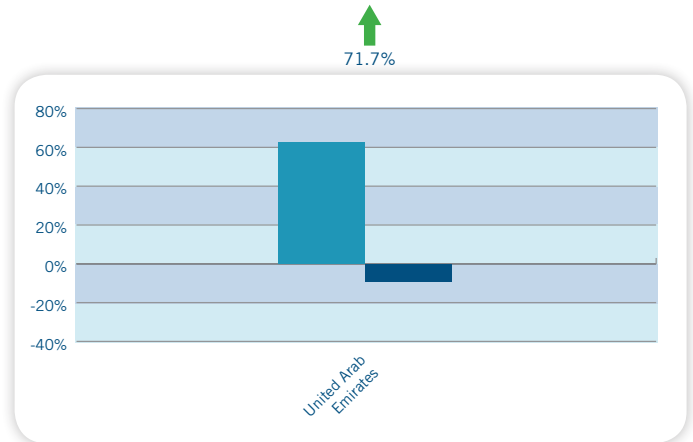
TRAVELCLICK properties outperformed the market in the United Arab Emirates (UAE) (see chart). Growth in UAE was highest for TRAVELCLICK hotels at 62.5%, more than 71 percentage points higher than the global market.

#### Top-performing Markets in Revenue

In Dubai, TRAVELCLICK's iHotelier hotels outperformed the down market across the board for all key metrics—revenue, ADR, and occupancy. These hotels leveraged competitive advantage into positive growth for all key metrics, enabling them to perform 55 percentage points ahead of the overall market in revenue, 11 points ahead in ADR, and 39 points ahead in occupancy.

## TRAVELCLICK HOTELS OUTPERFORM THE MARKET

Chart 1. Middle East and Africa, Top Countries Revenue Percent Change, Month-to-Date.



■ TRAVELCLICK ■ Market ↑ TRAVELCLICK Outperforms Market  
Source: iHotelier® Portfolio Performance Source: STR

To learn more about how iHotelier® can help you achieve better results, call us or go to [www.travelclick.net](http://www.travelclick.net).

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