

TRAVELCLICK® MARKET ALERT

United States



MARCH 2010

REVPAR GROWTH AT LAST

The United States region posted year-over-year (YOY) RevPAR growth for the first time since 2008 in March 2010. In YOY measurements, occupancy increased 5.9% to end the month at 57.9%. Average daily rate (ADR) dropped 2.0% to finish the month at US\$97.90. Revenue per available room (RevPAR) for the month increased 3.8% to finish at US\$56.67.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpass the market, outperforming by 11.9% in revenue month-to-date (MTD) and 14.9% in revenue YTD.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	+3.8%
TRAVELCLICK	+15.7%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

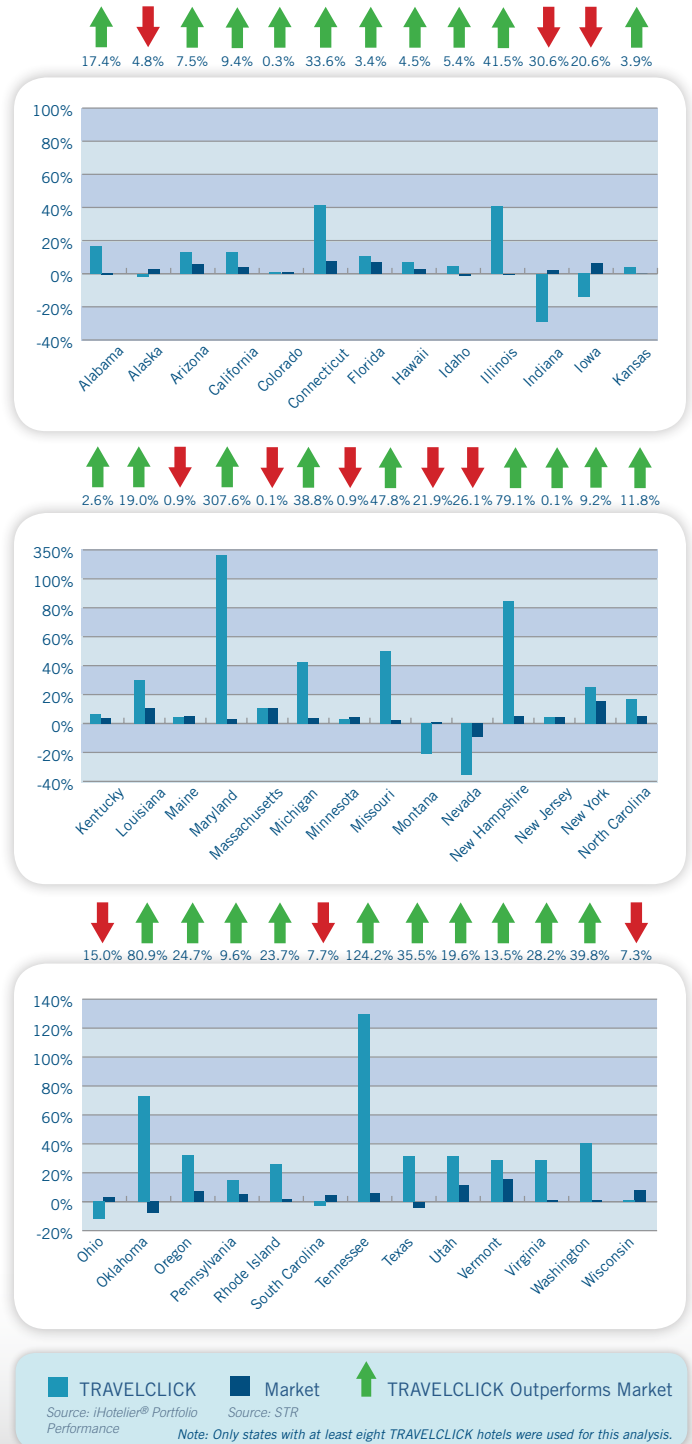
TRAVELCLICK properties outperformed the market in 72.5% of tracked states in March: Alabama, Arizona, California, Colorado, Connecticut, Florida, Hawaii, Idaho, Illinois, Kansas, Kentucky, Louisiana, Maryland, Michigan, Missouri, New Hampshire, New Jersey, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, Tennessee, Texas, Utah, Vermont, Virginia, and Washington (see Chart 1). Plus, TRAVELCLICK's properties in Alabama, Idaho, Illinois, and Texas returned positive YOY growth for March while the market declined for the same period.

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in 10 major markets, including Anaheim-Santa Ana, Chicago, Miami, New Orleans, New York, Norfolk-Virginia Beach, Orlando, San Diego, Seattle, and Washington, DC. Continuing regional strength, TRAVELCLICK's Chicago and Norfolk-Virginia Beach portfolios reported positive YOY growth, while these markets recorded losses (see Chart 2).

TRAVELCLICK HOTELS OUTPERFORM THE MARKET

Chart 1. US, Top States Revenue Percent Change, Month-to-Date.



Knowledge Is Power™ Series

TRAVELCLICK® Global Offices



Baltimore, MD USA



Barcelona, Spain



Chicago, IL USA



Dubai, UAE



Houston, TX USA



Melbourne, Australia



Shanghai, China



Tokyo, Japan

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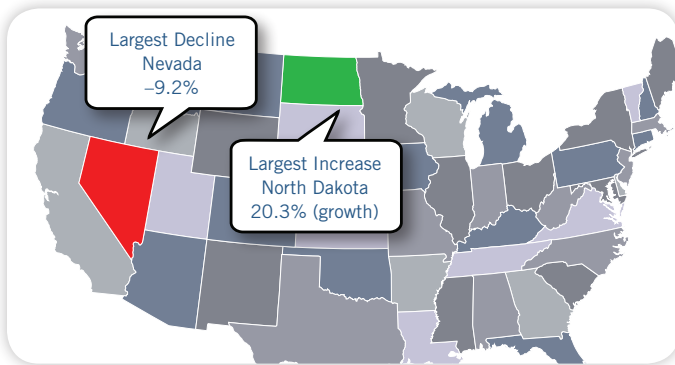
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase: North Dakota 20.3% (growth)
 Largest Decline: Nevada -9.2%

Cities

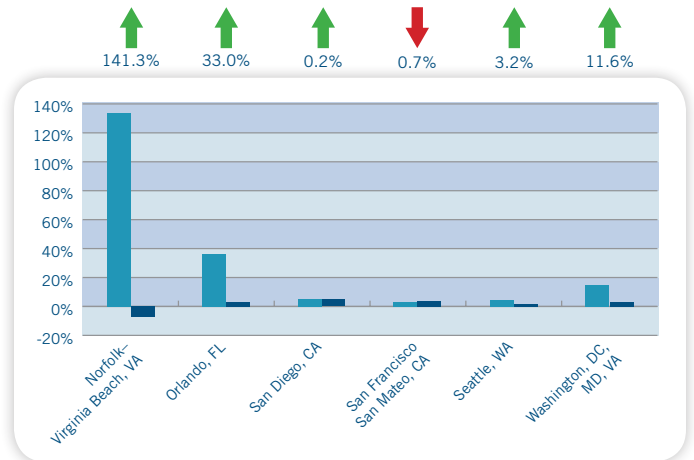
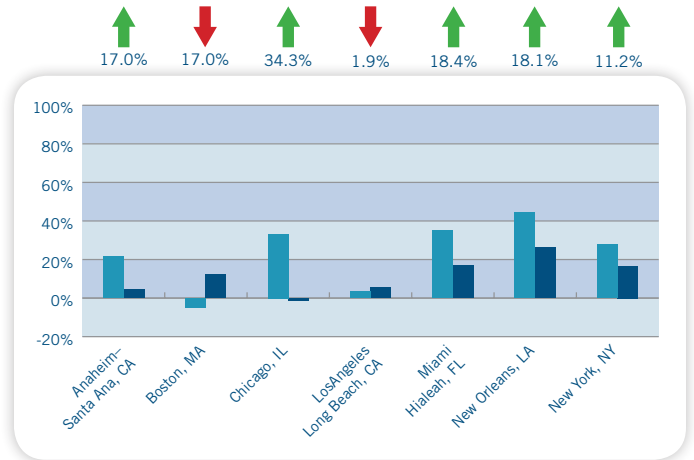
Largest Increase: New Orleans 26.2% (growth)
 Largest Decline: Houston -12.0%



To learn more about how iHotelier® can help you achieve better results, call us or go to www.travelclick.net.

TRAVELCLICK HOTELS OUTPERFORM THE MARKET

Chart 2. US, Top Cities Revenue Percent Change, Month-to-Date.



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

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