

TRAVELCLICK® MARKET ALERT

United States



FEBRUARY 2010

OCCUPANCY GROWTH AT LAST

In February 2010, the United States region posted year-over-year (YOY) occupancy growth for the first time since 2008. In YOY measurements, occupancy increased 0.9% to end the month at 53.0%. Average daily rate (ADR) dropped 4.5% to finish the month at US\$96.40. Revenue per available room (RevPAR) for the month decreased 3.6% to finish at US\$51.09.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpass the market, outperforming by 16.79% in revenue month-to-date (MTD) and 17.14% in revenue YTD.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	-3.6%
TRAVELCLICK	+13.2%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

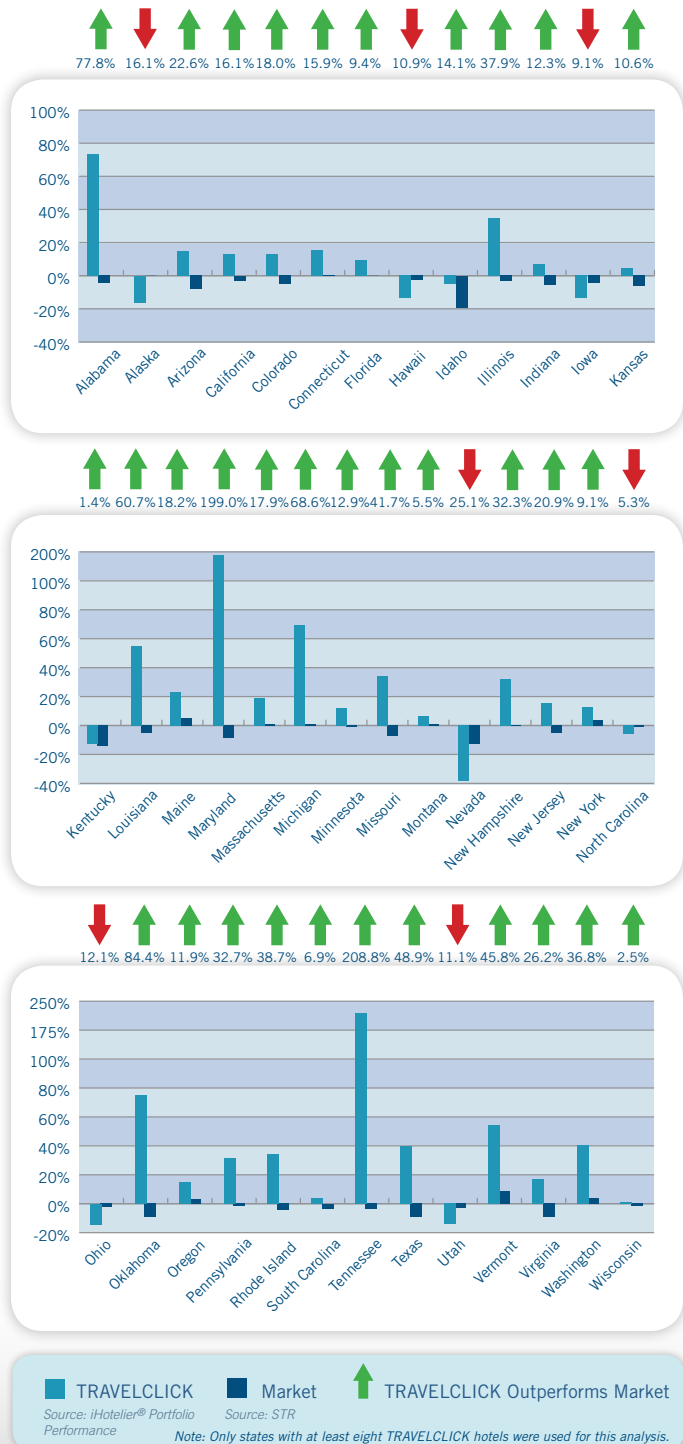
TRAVELCLICK properties outperformed the market in 82.5% of tracked states in February: Alabama, Arizona, California, Colorado, Connecticut, Florida, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Hampshire, New Jersey, New York, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, and Wisconsin (see Chart 1). Plus, TRAVELCLICK's properties in Alabama, Arizona, California, Colorado, Connecticut, Illinois, Indiana, Kansas, Louisiana, Maryland, Minnesota, Missouri, New Hampshire, New Jersey, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, and Wisconsin returned positive YOY growth for February while the market declined for the same period.

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in 11 major markets, including Anaheim-Santa Ana, Boston, Chicago, Los Angeles-Long Beach, Miami-Hialeah, New Orleans, New York, Norfolk-Virginia Beach, San Diego, Seattle, and Washington, DC. Continuing regional strength, TRAVELCLICK's Anaheim-Santa Ana, Chicago, Norfolk-Virginia Beach, and Seattle portfolios reported positive YOY growth, while these markets recorded losses (see Chart 2).

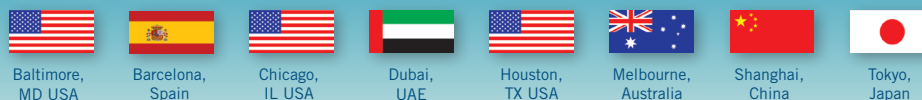
TRAVELCLICK HOTELS OUTPERFORM THE MARKET

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



Knowledge Is Power™ Series

TRAVELCLICK® Global Offices



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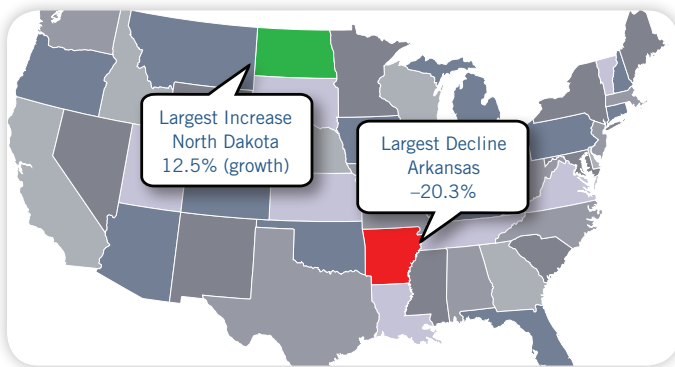
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase: North Dakota 12.5% (growth)
 Largest Decline: Arkansas -20.3%

Cities

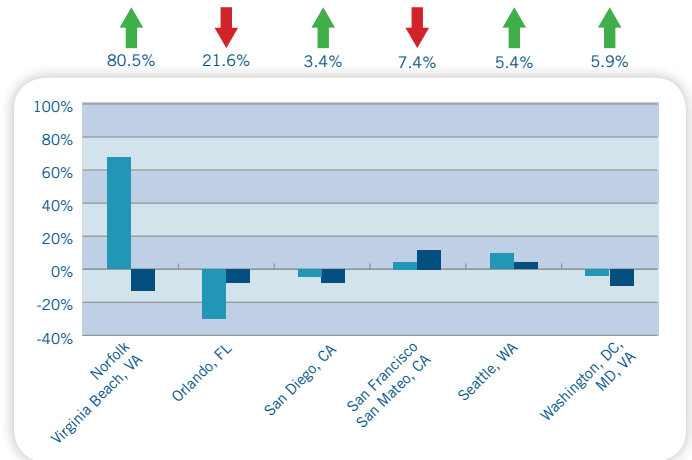
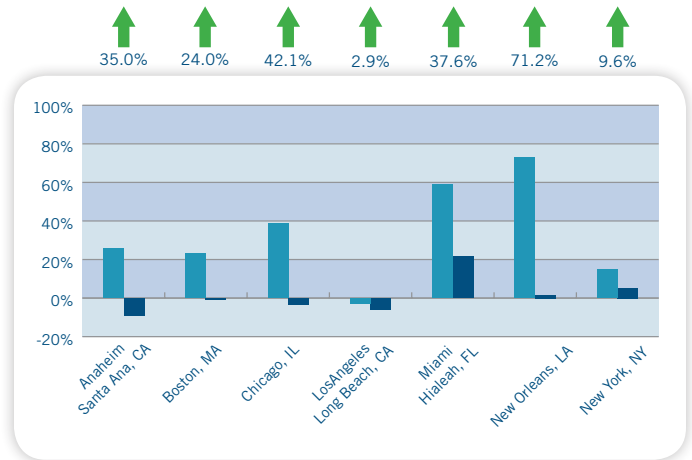
Largest Increase: Miami 21.4% (growth)
 Largest Decline: Tampa-St. Petersburg -16.8%



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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