

TRAVELCLICK® MARKET ALERT

United States



SEPTEMBER 2010

RATE GROWTH CONTINUES; REVPAR STRENGTHENS

The United States region posted year-over-year (YOY) RevPAR growth for the fourth month in a row in September 2010. In YOY measurements, occupancy increased 6.7% to end the month at 59.9%. Average daily rate (ADR) increased 2.0% to finish the month at US\$99.31. Revenue per available room (RevPAR) for the month increased 8.8% to finish at US\$55.79.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpass the market, outperforming by 139% in revenue in September.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	+8.8%
TRAVELCLICK	+21.1%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

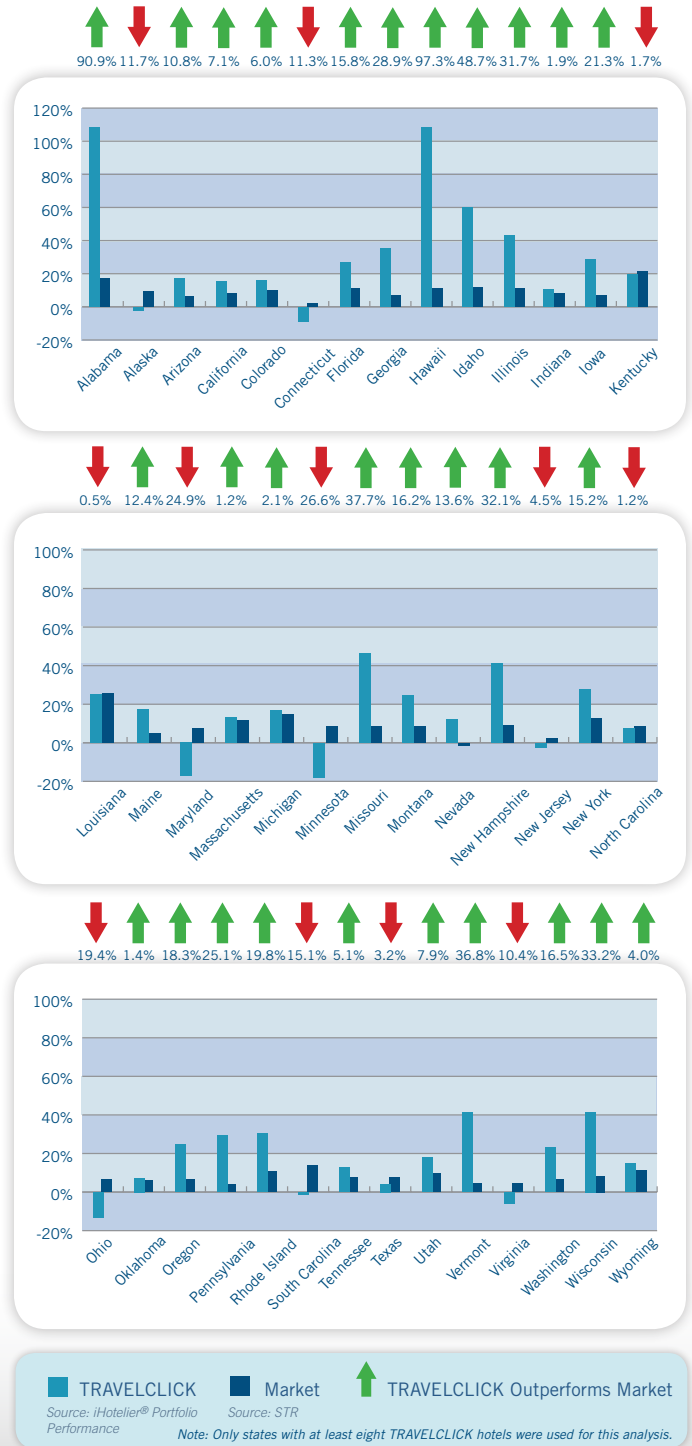
TRAVELCLICK properties outperformed the market in 71% of tracked states in September: Alabama, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Maine, Massachusetts, Michigan, Missouri, Montana, Nevada, New Hampshire, New York, Oklahoma, Oregon, Pennsylvania, Rhode Island, Tennessee, Utah, Vermont, Washington, Wisconsin, and Wyoming (Chart 1).

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in eight major markets, including Anaheim, Chicago, Miami-Hialeah, FL, New York, Norfolk-Virginia Beach, Orlando, San Diego, and Washington, DC (Chart 2).

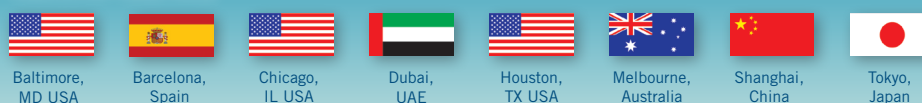
TRAVELCLICK HOTELS OUTPERFORM THE MARKET

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



Knowledge Is Power™ Series

TRAVELCLICK® Global Offices



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SEPTEMBER 2010

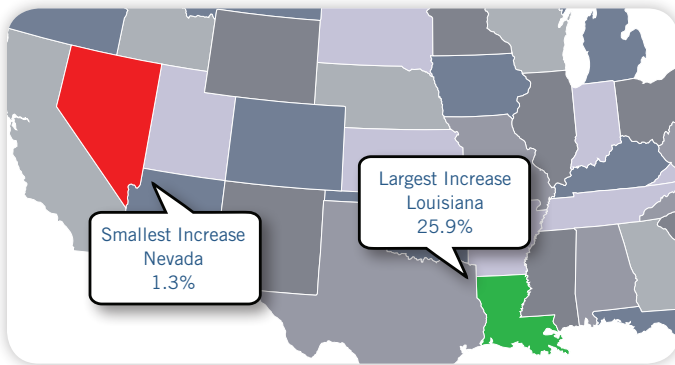
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase: Louisiana 25.9%
 Smallest Increase: Nevada 1.3%

Cities

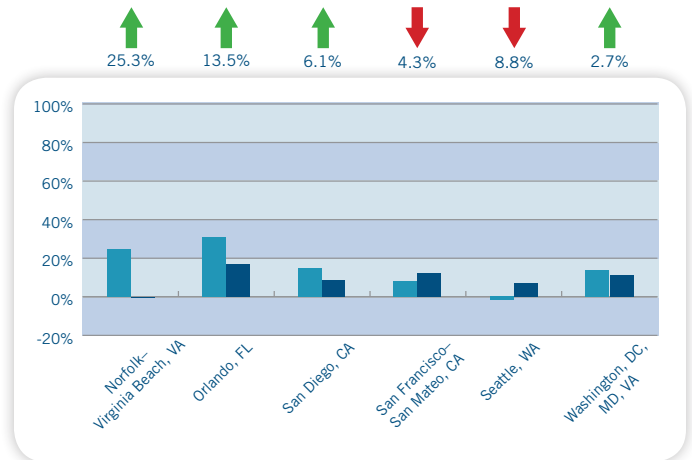
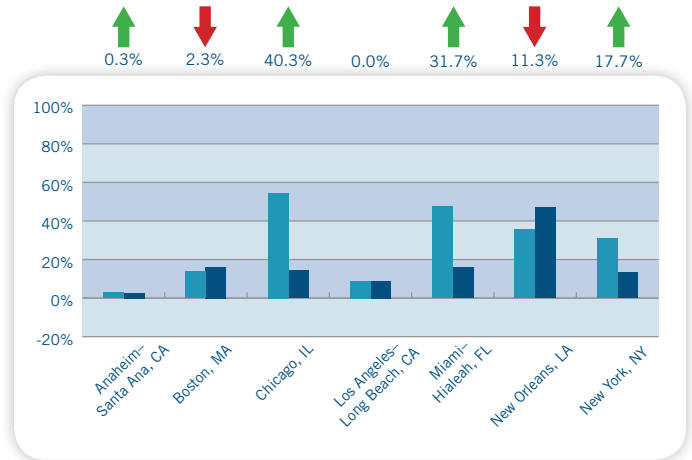
Largest Increase: New Orleans 47.1%
 Largest Decline: Norfolk-Virginia Beach -0.4%



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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