

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



APRIL 2010

SLIGHT OCCUPANCY STAGNATION

The Middle East/Africa region reported growth in all three key measurements for April 2010. The region's occupancy declined 0.9% to 65.9%; average daily rate (ADR) increased 2.0% to US\$162.04; and revenue per available room (RevPAR) increased 1.4% to US\$106.79.

Although occupancy in the region is still somewhat stagnant, the stagnation is offset by continued ADR growth.

As the travel industry continues to recover, TRAVELCLICK® hotels continue to outperform the market by 1,254% in revenue month-to-date (MTD).

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

Overall	+1.4%
TRAVELCLICK	+19.0%

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 most of those regions. Overall occupancy growth is 14 percentage points higher and RevPAR growth is 17 percentage points higher for the region than the overall market.

Top-performing Countries in Revenue

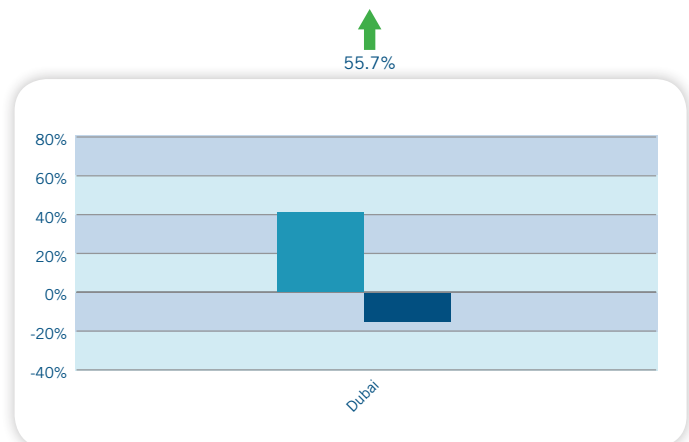
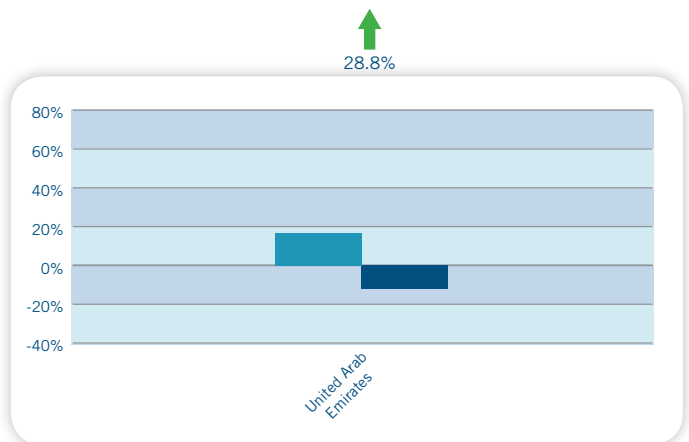
TRAVELCLICK properties outperformed the market in the United Arab Emirates (UAE) (see chart 1). Growth in UAE was highest for TRAVELCLICK hotels at 16.8%, more than 28 percentage points higher than the global market.

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 8 percentage points ahead of the overall market in revenue, 6 points ahead in ADR, and 15 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.

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TRAVELCLICK® Global Offices

