

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



AUGUST 2010

TUMBLING OCCUPANCIES LEAD TO REVPAR DECLINE

The Middle East/Africa region reported loss in two of the three key measurements for August 2010. The region's occupancy decreased 9.4% to 53.0%; average daily rate (ADR) increased 7.4% to US\$137.83; and revenue per available room (RevPAR) decreased 2.8% to US\$73.05.

The TRAVELCLICK® portfolio of hotels outperformed the market by 1,000% in revenue.

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

Overall	-2.8%
TRAVELCLICK	+25.4%

REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

Month-to-Date

Top-performing Countries in Revenue

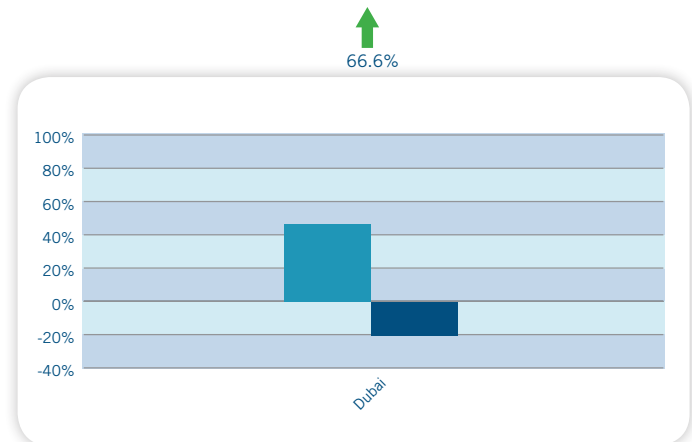
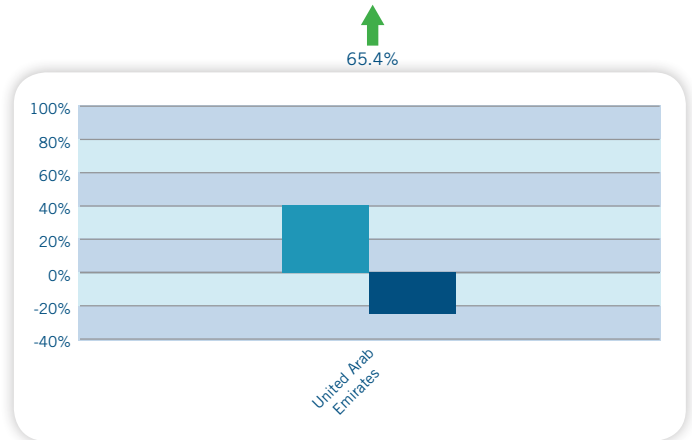
TRAVELCLICK properties outperformed the market the United Arab Emirates (UAE) (Chart 1). Growth in UAE was highest for TRAVELCLICK hotels at 40.4%, more than 65 percentage points higher than the global market.

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 66 percentage points ahead of the overall market in revenue, 13 points ahead in ADR, and 50 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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