

TRAVELCLICK® MARKET ALERT

United States



AUGUST 2010

RATE GROWTH LEADS TO STRONGER REVPAR PERFORMANCE

The United States region posted year-over-year (YOY) revenue per available room (RevPAR) growth for the fourth month in a row in August 2010. In YOY measurements, occupancy increased 6.4% to end the month at 63.9%. Average daily rate (ADR) increased 1.5% to finish the month at US\$98.69. RevPAR for the month increased 8.1% to finish at US\$63.08.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpass the market, outperforming by 57% in revenue in August.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	+8.1%
TRAVELCLICK	+12.7%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

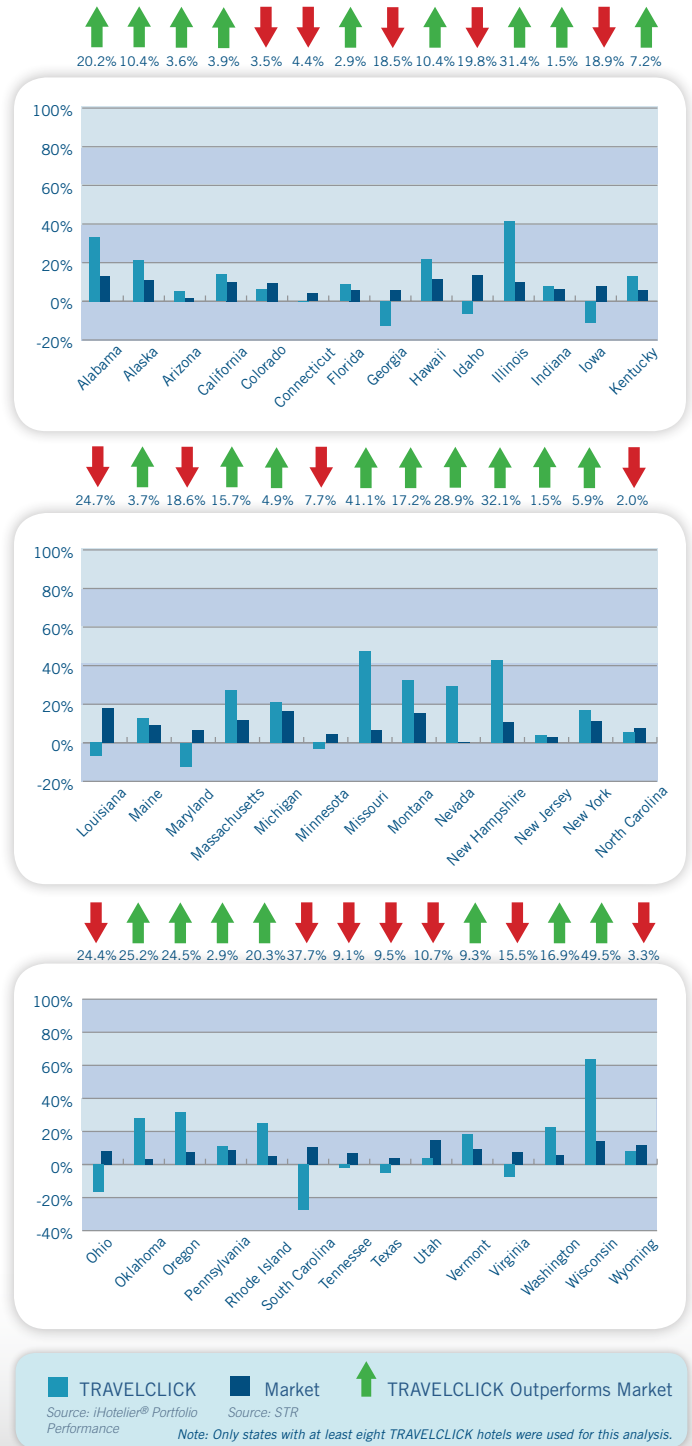
TRAVELCLICK properties outperformed the market in 61% of tracked states in August: Alabama, Alaska, Arizona, California, Florida, Hawaii, Illinois, Indiana, Kentucky, Maine, Massachusetts, Michigan, Missouri, Montana, Nevada, New Hampshire, New Jersey, New York, Oklahoma, Oregon, Pennsylvania, Rhode Island, Vermont, Washington, and Wisconsin (Chart 1).

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in six major markets, including Boston, Chicago, Miami-Hialeah, FL, New York, Norfolk-Virginia Beach, and San Diego (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

01

TRAVELCLICK® MARKET ALERT

United States



AUGUST 2010

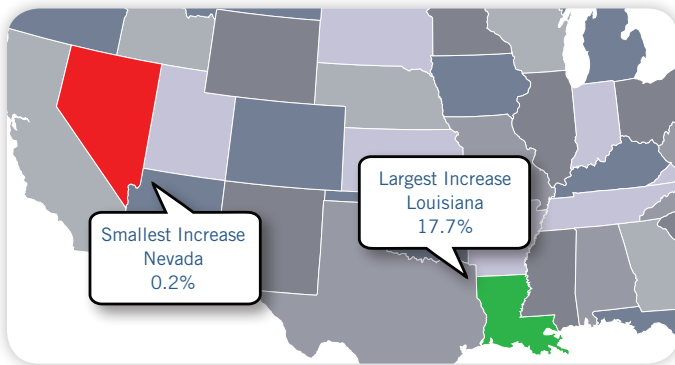
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase: Louisiana 17.7%
 Smallest Increase: Nevada 0.2%

Cities

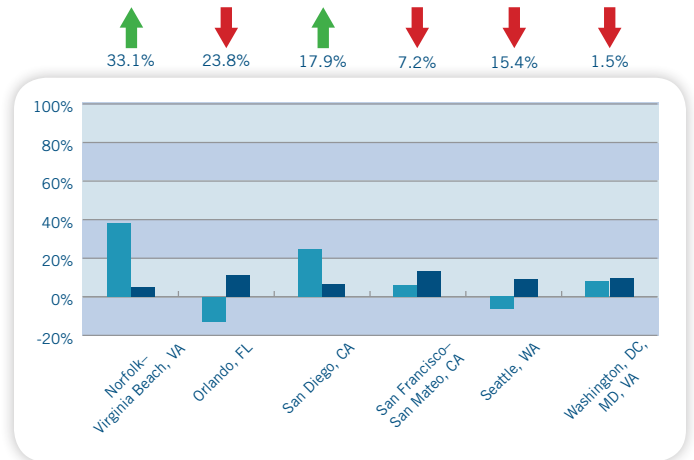
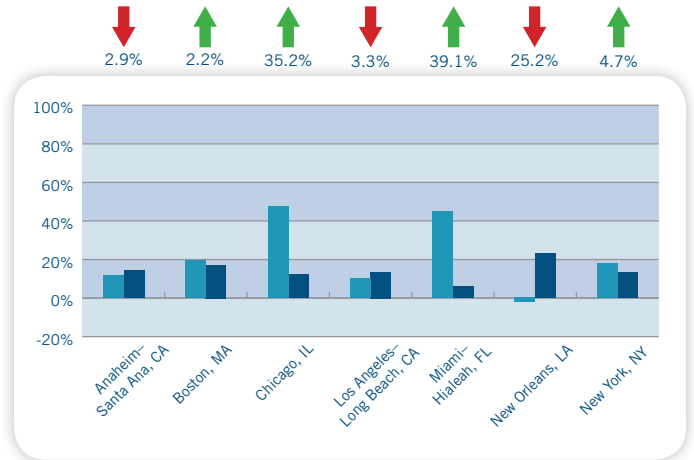
Largest Increase: New Orleans 23.0%
 Largest Decline: Phoenix -4.0%



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

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