

TRAVELCLICK® MARKET ALERT

United States



DECEMBER 2010

RATE GROWTH CONTINUES; REVPAR STRENGTHENS

The United States region posted year-over-year (YOY) revenue per available room (RevPAR) growth for the fourth month in a row in December 2010. In YOY measurements, occupancy increased 5.4% to end the month at 46.0%. Average daily rate (ADR) increased 1.9% to finish the month at US\$96.22. RevPAR for the month increased 7.4% to finish at US\$44.23.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpassed the market, outperforming by 102% in revenue in December.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	+7.4%
TRAVELCLICK	+15.0%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

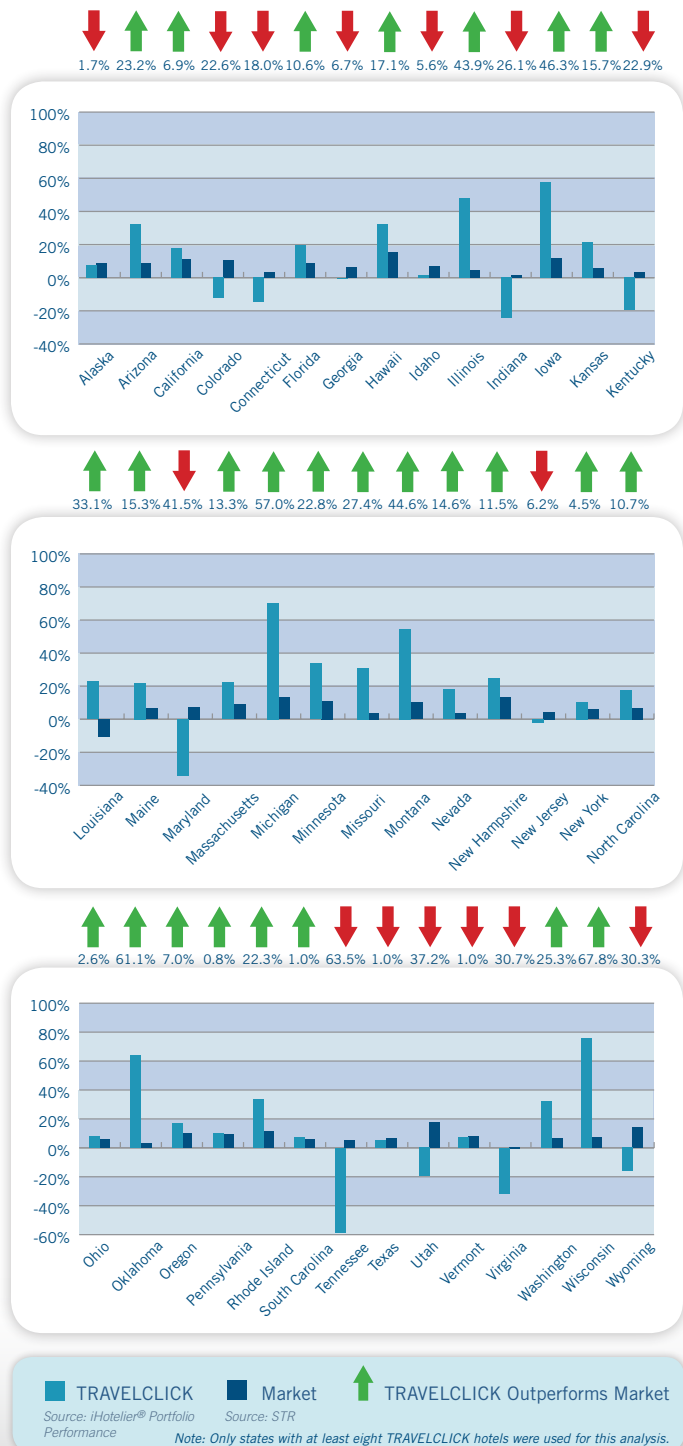
TRAVELCLICK properties outperformed the market in 63% of tracked states in December: Arizona, California, Florida, Hawaii, Illinois, Iowa, Kansas, Louisiana, Maine, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nevada, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Washington, and Wisconsin (Chart 1).

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in 12 major markets, including Boston, Chicago, Miami-Hialeah, New Orleans, New York, Norfolk-Virginia Beach, Oahu Island, Orlando, Phoenix, San Francisco, Seattle, and Washington, DC (Chart 2).

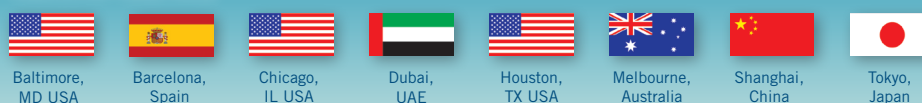
TRAVELCLICK HOTELS OUTPERFORM THE MARKET

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



Knowledge Is Power™ Series

TRAVELCLICK® Global Offices



TRAVELCLICK® MARKET ALERT

United States



DECEMBER 2010

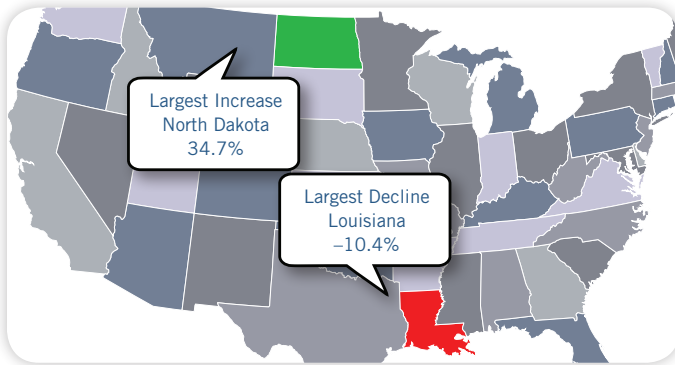
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase:	North Dakota	34.7%
Largest Decline:	Louisiana	-10.4%

Cities

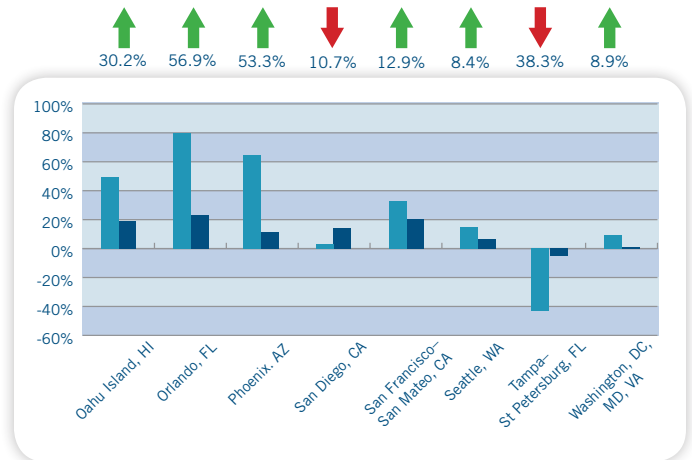
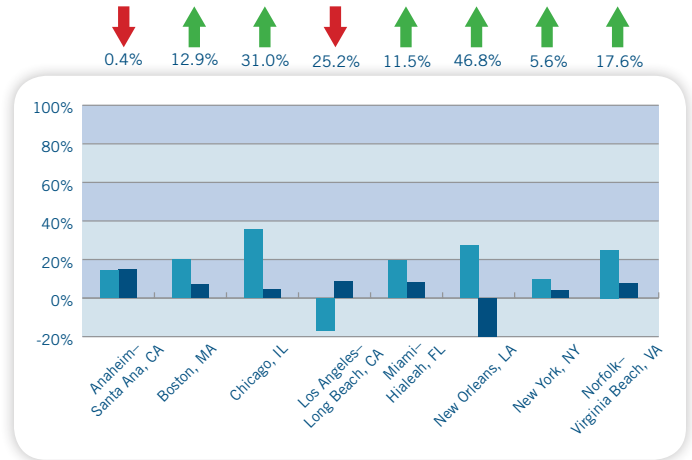
Largest Increase:	San Francisco	20.0%
Largest Decline:	New Orleans	-19.8%



To learn more about how iHotelier® can help you achieve better results, call us or go to www.travelclick.com.

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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