

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



JULY 2010

FLAT OCCUPANCY; SURGING RATE

The Middle East/Africa region reported growth in all three key measurements for July 2010. The region's occupancy increased 0.1% to 61.3%; average daily rate (ADR) increased 11.8% to US\$145.00; and revenue per available room (RevPAR) increased 11.8% to US\$88.82.

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

Overall	+11.8%
TRAVELCLICK	+49.1%

REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

Month-to-Date

Overall Middle East and Africa Performance in Revenue

The TRAVELCLICK® portfolio of hotels outperformed the market by 316% in revenue.

Top-performing Countries in Revenue

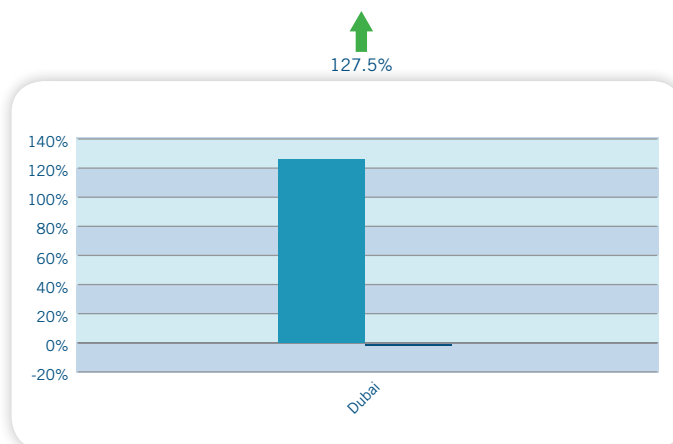
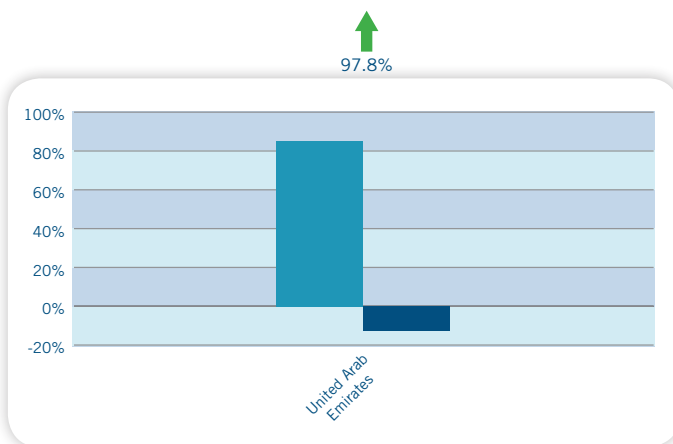
TRAVELCLICK properties outperformed the market the United Arab Emirates (UAE) (Chart 1). Growth in UAE was highest for TRAVELCLICK hotels at 85.1%, more than 97 percentage points higher than the global market.

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 127 percentage points ahead of the overall market in revenue, 13 points ahead in ADR, and 102 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.

Knowledge Is Power™ Series

TRAVELCLICK® Global Offices

