

# TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



MAY 2010

## GROWTH SLOWS

The Middle East/Africa region reported growth in all three key measurements for May 2010. The region's occupancy increased 0.8% to 62.2%; average daily rate (ADR) increased 1.3% to US\$144.35; and revenue per available room (RevPAR) increased 2.1% to US\$89.75.

*As the travel industry continues to recover, TRAVELCLICK® hotels continue to outperform the market by 1,355% in revenue month-to-date (MTD).*

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

Overall	+2.1%
TRAVELCLICK	+30.6%

## 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 the majority of those regions. Overall occupancy growth is 29 percentage points higher and RevPAR growth is 28 percentage points higher for the region than the overall market.

#### Top-performing Countries in Revenue

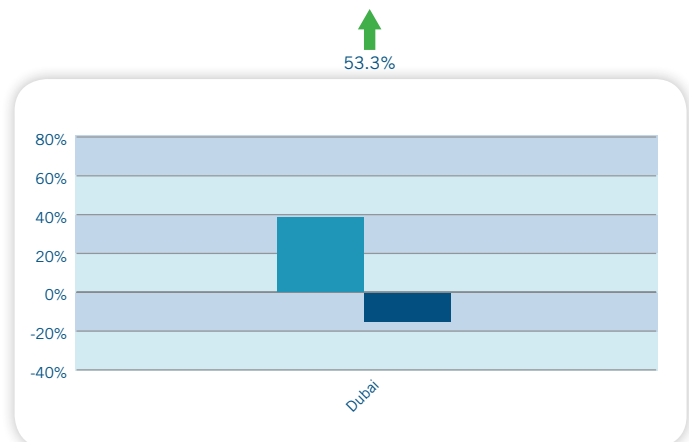
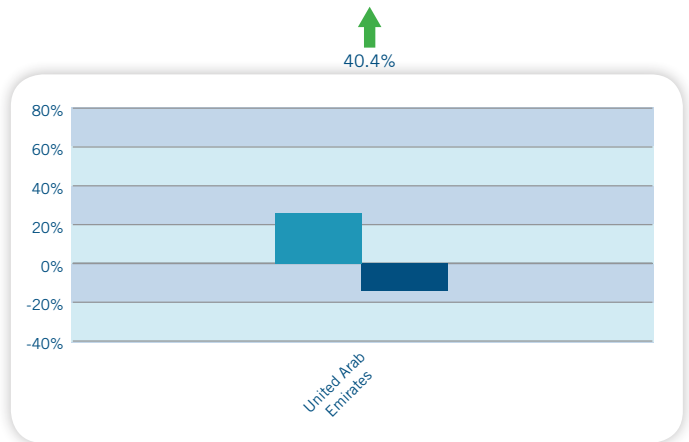
TRAVELCLICK properties outperformed the market in the United Arab Emirates (UAE) (Chart 1). Growth in UAE was highest for TRAVELCLICK hotels at 26.1%, more than 40 percentage points higher than the global market.

#### 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 40 percentage points ahead of the overall market in revenue, 8 points ahead in ADR, and 31 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](http://www.travelclick.net).

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