

# TRAVELCLICK® MARKET ALERT

United States



OCTOBER 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 October 2010. In YOY measurements, occupancy increased 6.9% to end the month at 61.3%. Average daily rate (ADR) increased 1.2% to finish the month at US\$100.89. RevPAR for the month increased 8.2% to finish at US\$61.89.

*Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpass the market, outperforming by 148% in revenue in October.*

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

Overall	+8.2%
TRAVELCLICK	+20.3%

## REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

### Month-to-Date

#### Top-performing States in Revenue

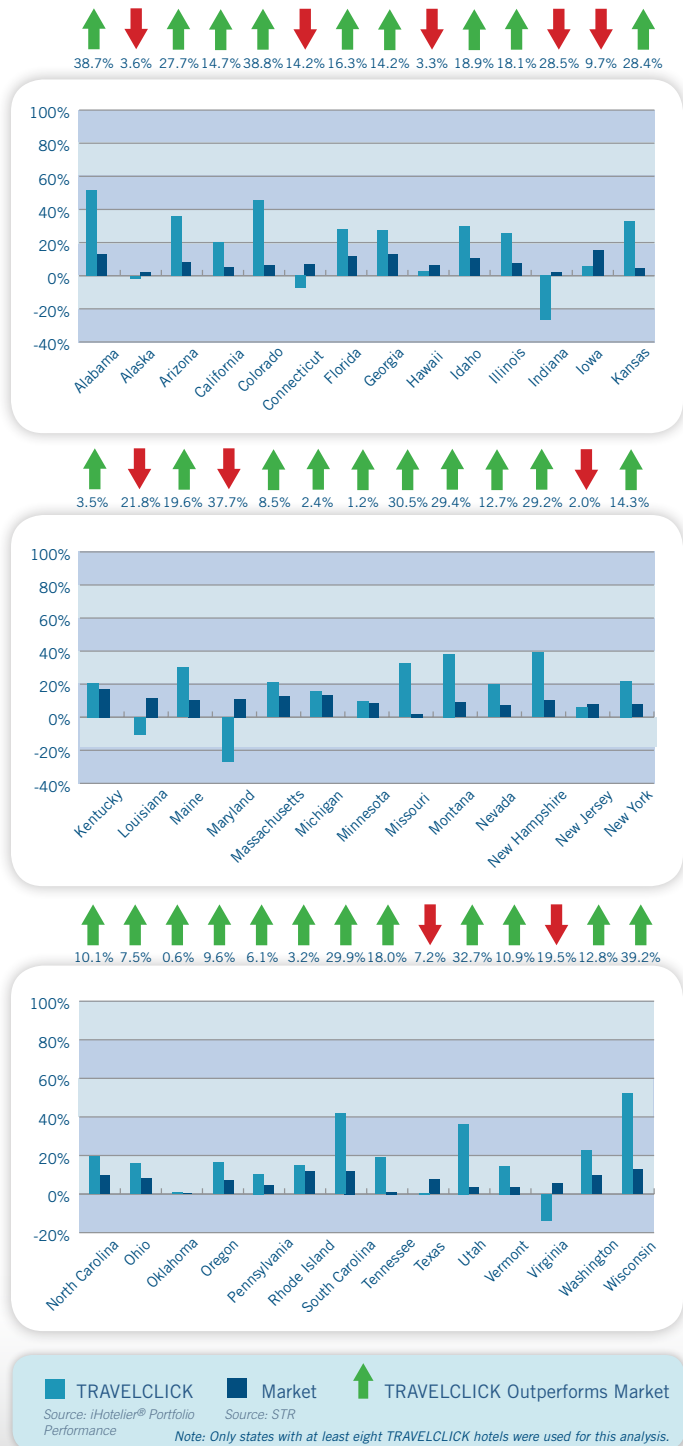
TRAVELCLICK properties outperformed the market in 75% of tracked states in October: Alabama, Arizona, California, Colorado, Florida, Georgia, Idaho, Illinois, Kansas, Maine, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nevada, New Hampshire, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, and Wisconsin (Chart 1).

#### Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in ten major markets, including Anaheim, Boston, Chicago, Miami-Hialeah, FL, New York, Norfolk-Virginia Beach, Oahu Island, Orlando, San Diego, and San Francisco (Chart 2).

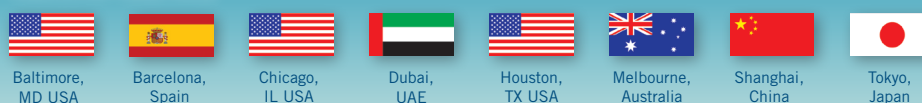
## TRAVELCLICK HOTELS OUTPERFORM THE MARKET

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



## Knowledge Is Power™ Series

TRAVELCLICK® Global Offices



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OCTOBER 2010

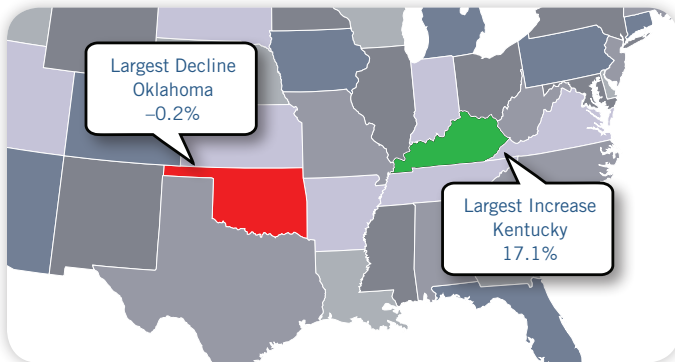
## MARKET HIGHS AND LOWS, MONTH-TO-DATE

### States

Largest Increase:	Kentucky	17.1%
Largest Decline:	Oklahoma	-0.2%

### Cities

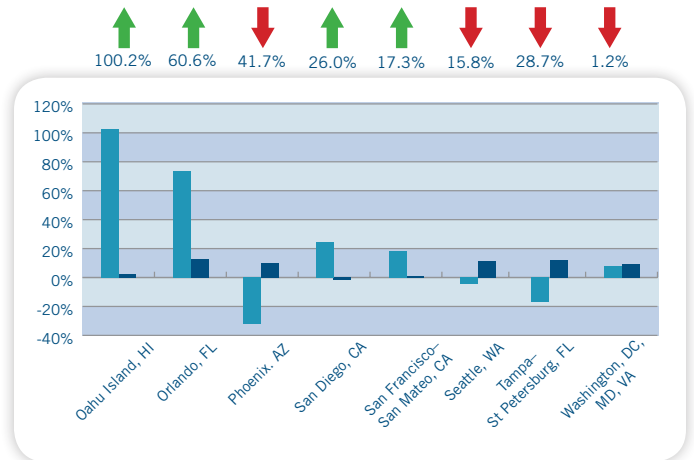
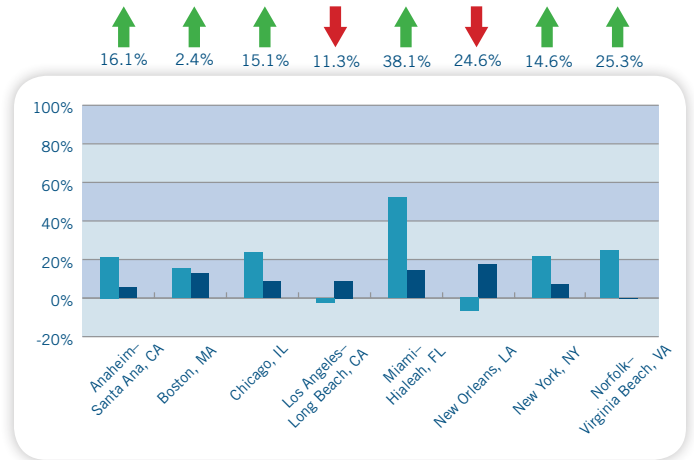
Largest Increase:	Atlanta	17.7%
Largest Decline:	Philadelphia	-6.5%



To learn more about how iHotelier® can help you achieve better results, call us or go to [www.travelclick.com](http://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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