

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



JANUARY 2010

REGION SHOWS MIXED RESULTS

The Middle East/Africa region reported decreases in all three key measurements for January 2010. The region's occupancy dropped 2.3% to 54.8%; average daily rate (ADR) decreased 1.9% to US\$170.20; and revenue per available room (RevPAR) decreased 4.1% to US\$93.23.

While this region did realize some improvement from December 2009, there still remains some instability of overall numbers, which suggests this region may still be stalled and not yet poised to recover.

As the travel industry begins to recover, TRAVELCLICK® hotels continue to outperform the market by 591% in revenue month-to-date (MTD).

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

| | |
|-------------|-------|
| Overall | -4.1% |
| TRAVELCLICK | 20.2% |

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 positive year-over-year (YOY) growth in revenue and occupancy, while the market reflects negative growth in the majority of those regions. Overall occupancy growth is 30 percentage points higher and RevPAR growth is 24 percentage points higher for the region than the overall market.

Top-performing Countries in Revenue

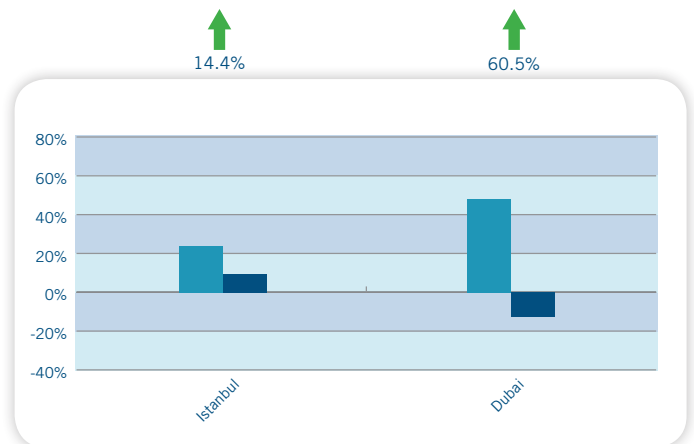
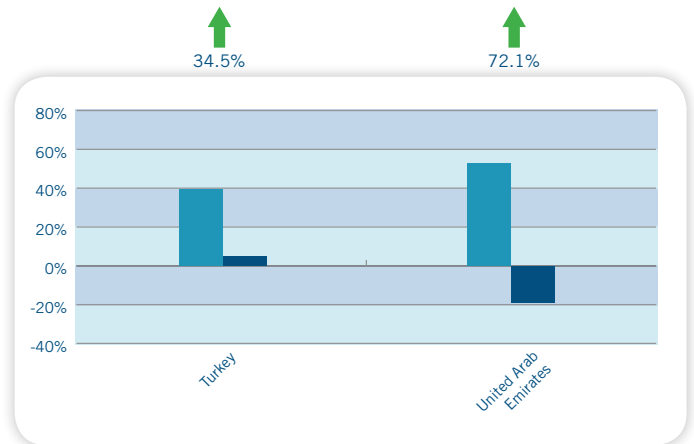
TRAVELCLICK properties have outperformed the market in Turkey and the United Arab Emirates (UAE) (see chart). Growth in UAE was highest for TRAVELCLICK hotels at 53%, more than 72 percentage points higher than the global market. Turkey reported growth of approximately 39.5% compared to slight growth for the market of 5%.

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 60 percentage points ahead of the overall market in revenue, 27 points ahead in ADR, and 28 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

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