

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



FEBRUARY 2011

OCCUPANCIES PLUMMET – RATE GROWS

The Middle East/Africa region reported growth in all three key measurements for February 2011. The region's occupancy decreased 12.6% to 56.7%; average daily rate (ADR) increased 17.1% to US\$188.53; and revenue per available room (RevPAR) increased 2.3% to US\$106.92.

The Travelclick® portfolio of hotels outperformed the market by 2,341% in revenue.

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

Overall	+2.3%
Travelclick	+56.2%

REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

Month-to-Date

Top-performing Countries in Revenue

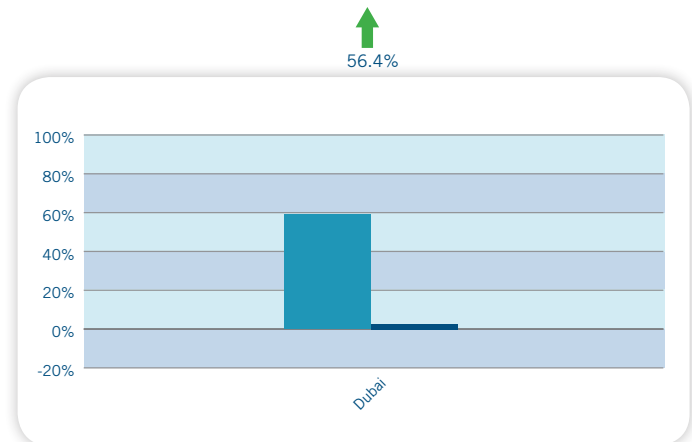
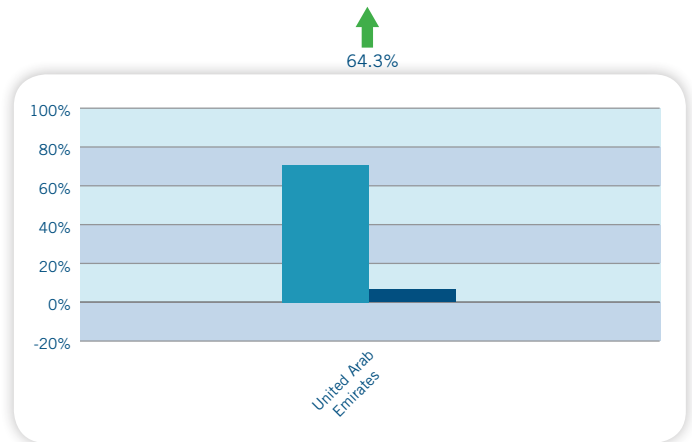
Travelclick properties outperformed the market the United Arab Emirates (UAE) (Chart 1). Growth in UAE was highest for Travelclick hotels at 70.8%, more than 64 percentage points higher than the global market.

Top-performing Markets in Revenue

In Dubai, Travelclick's iHotelier® hotels outperformed the market across the board for all key metrics—RevPAR, ADR, and occupancy. These hotels leveraged competitive advantage into positive growth for all key metrics, enabling them to perform 77 percentage points ahead of the overall market in revenue, 39 points ahead in ADR, and 26 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.com.

Knowledge Is Power™ Series

Travelclick Global Offices

