

# TRAVELCLICK® MARKET ALERT

United States



FEBRUARY 2011

## 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 February 2011. In YOY measurements, occupancy increased 5.2% to end the month at 55.7%. Average daily rate (ADR) increased 2.5% to finish the month at US\$98.95. RevPAR for the month increased 7.9% to finish at US\$55.15.

*Even with strengthening overall performance for the US, Travelclick® hotels surpassed the market, outperforming by 177% in revenue in February.*

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

Overall	+7.9%
Travelclick	+21.9%

## REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

### Month-to-Date

#### Top-performing States in Revenue

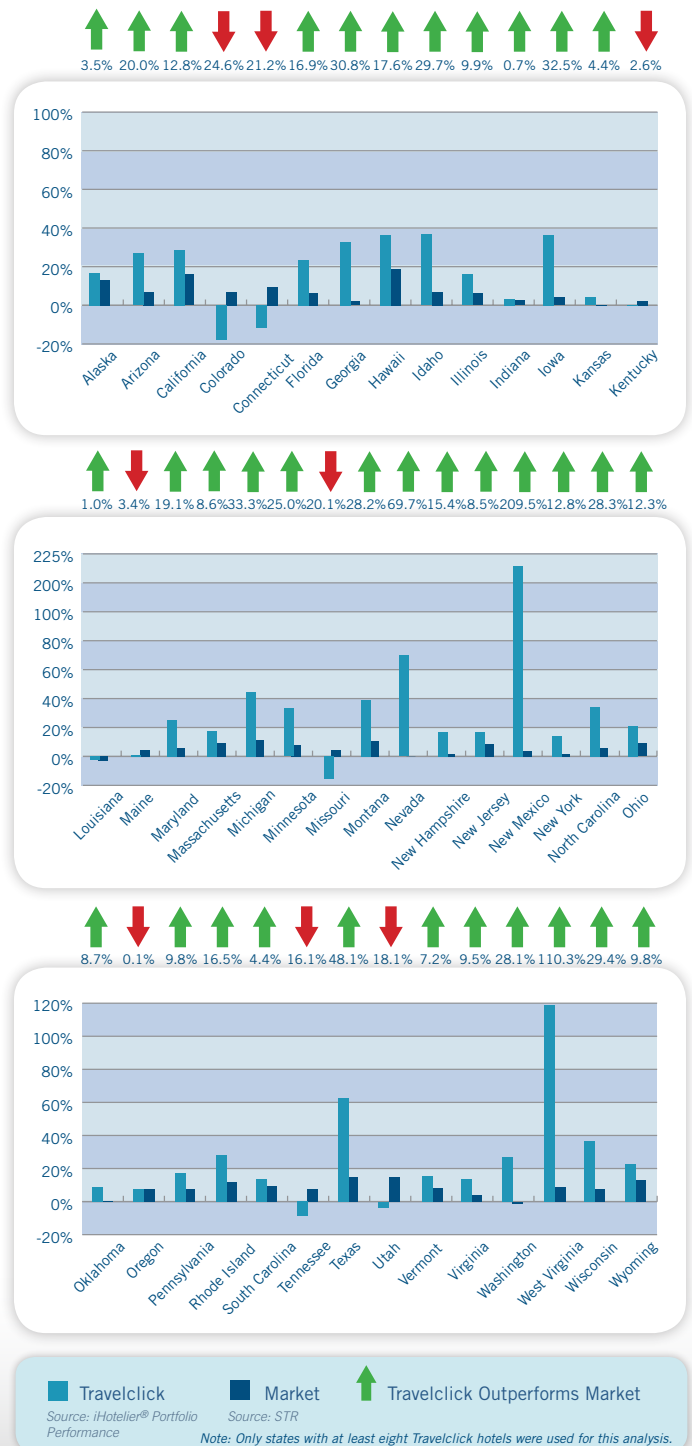
Travelclick properties outperformed the market in 79% of tracked states in February: Alaska, Arizona, California, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Massachusetts, Michigan, Minnesota, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming (Chart 1).

#### Top-performing Markets in Revenue

Travelclick properties have outperformed the market in 10 major markets, including Anaheim, Chicago, Los Angeles, Miami, New York, Norfolk-Virginia Beach, Oahu Island, Orlando, San Diego, San Francisco, and Washington, DC (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



New York, NY USA



Atlanta, GA USA



Chicago, IL USA



Barcelona, Spain



London, England



Dubai, UAE



Houston, TX USA



Melbourne, Australia



Shanghai, China



Tokyo, Japan

# TRAVELCLICK® MARKET ALERT

United States



FEBRUARY 2011

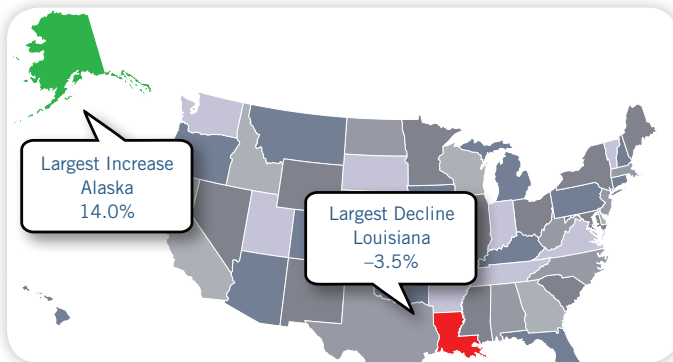
## MARKET HIGHS AND LOWS, MONTH-TO-DATE

### States

Largest Increase: Alaska 14.0%  
 Largest Decline: Louisiana -3.5%

### Cities

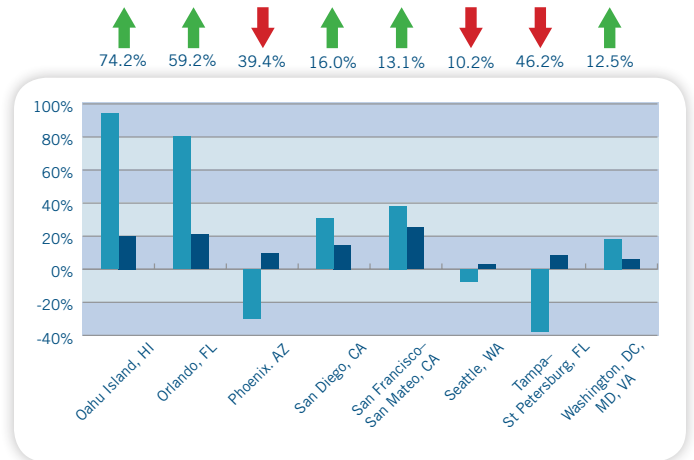
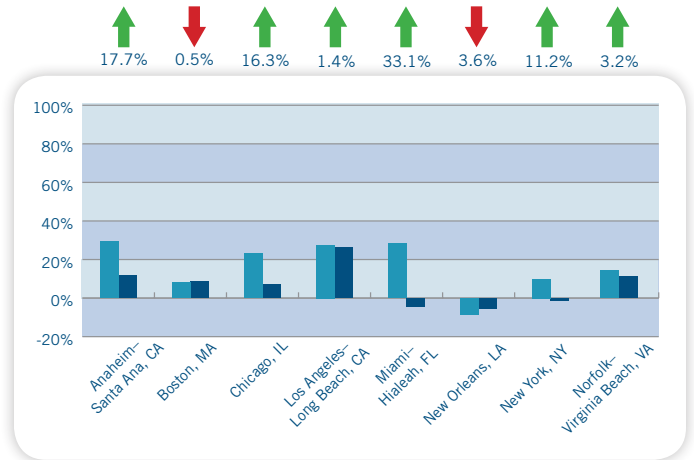
Largest Increase: Dallas 35.8%  
 Largest Decline: New Orleans -5.2%



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

## Knowledge Is Power™ Series

TravelClick Global Offices



New York, NY USA



Atlanta, GA USA



Chicago, IL USA



Barcelona, Spain



London, England



Dubai, UAE



Houston, TX USA



Melbourne, Australia



Shanghai, China



Tokyo, Japan