

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



JANUARY 2011

GROWTH – WILL IT CONTINUE?

The Middle East/Africa region reported growth in all three key measurements for January 2011. The region's occupancy increased 6.2% to 57.5%; average daily rate (ADR) increased 4.6% to US\$172.26; and revenue per available room (RevPAR) increased 11.2% to US\$99.02.

The TRAVELCLICK® portfolio of hotels outperformed the market by 313% in revenue.

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

Overall	+11.2%
TRAVELCLICK	+46.3%

REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

Month-to-Date

Top-performing Countries in Revenue

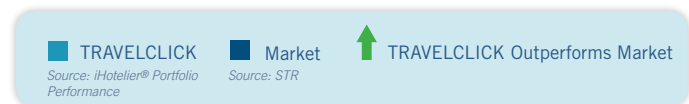
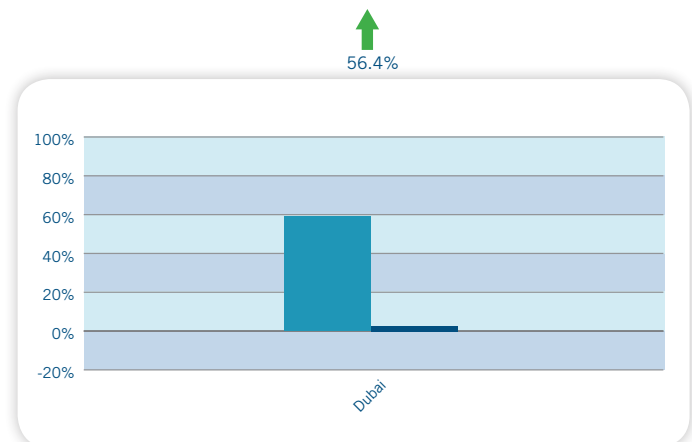
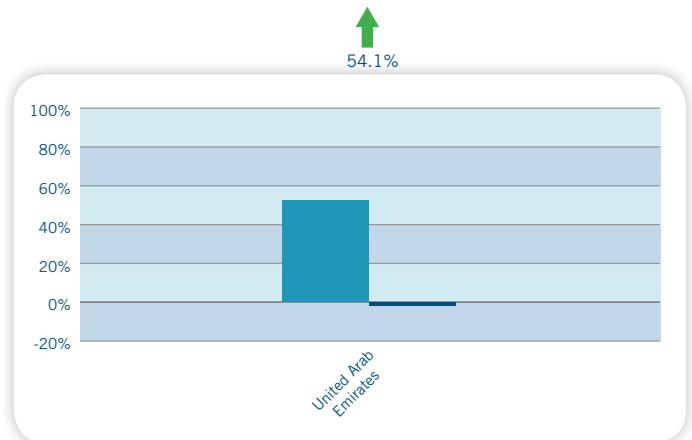
TRAVELCLICK properties outperformed the market the United Arab Emirates (UAE) (Chart 1). Growth in UAE was highest for TRAVELCLICK hotels at 52.3%, more than 54 percentage points higher than the global market.

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 56 percentage points ahead of the overall market in revenue, 9 points ahead in ADR, and 44 points ahead in occupancy.

TRAVELCLICK HOTELS OUTPERFORM THE MARKET

Chart 1. Middle East and Africa, Top Countries Revenue Percent Change, Month-to-Date.



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