

TRAVELCLICK® MARKET ALERT

United States



JANUARY 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 January 2011. In YOY measurements, occupancy increased 5.8% to end the month at 47.7%. Average daily rate (ADR) increased 2.8% to finish the month at US\$96.64. RevPAR for the month increased 8.7% to finish at US\$46.10.

Even with strengthening overall performance for the US, TRAVELCLICK® hotels surpassed the market, outperforming by 79% in revenue in January.

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	+8.7%
TRAVELCLICK	+15.6%

REVPAR PERFORMANCE HIGHLIGHTS, UNITED STATES

Month-to-Date

Top-performing States in Revenue

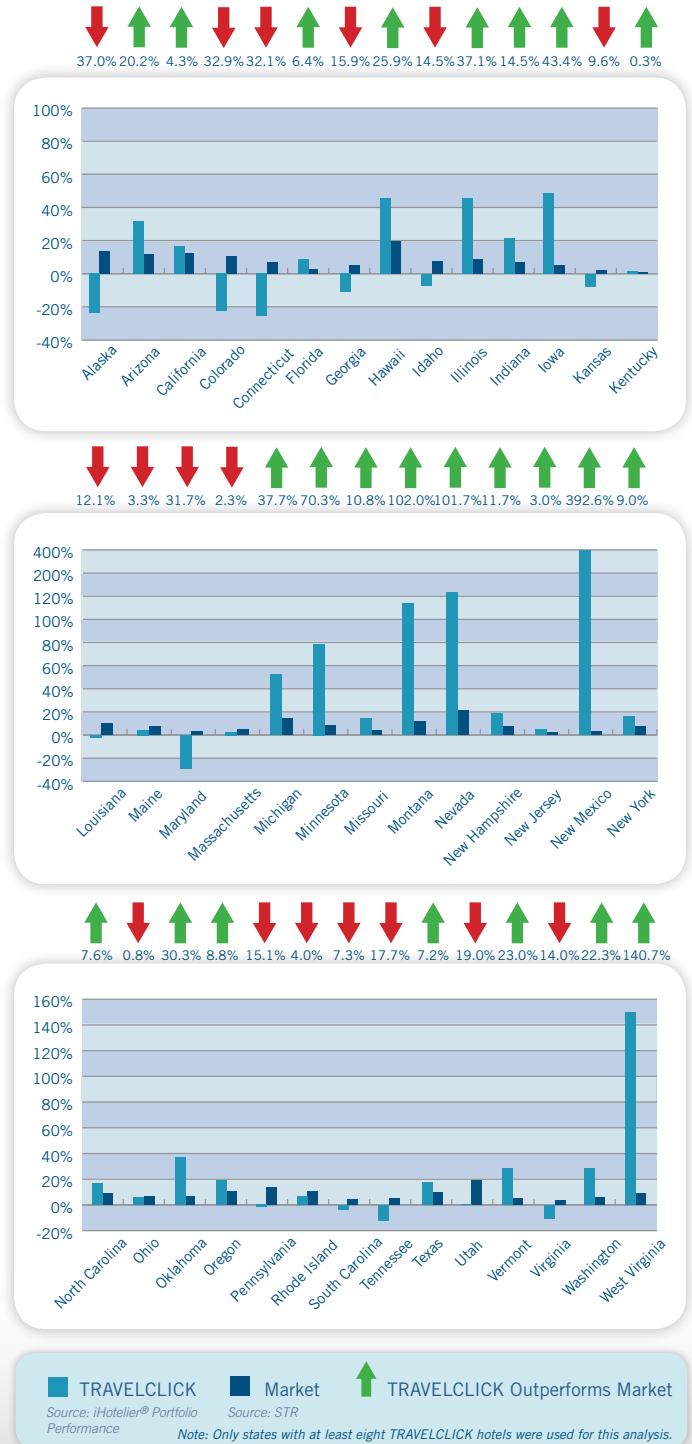
TRAVELCLICK properties outperformed the market in 58% of tracked states in January: Arizona, California, Florida, Hawaii, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Texas, Vermont, Washington, and West Virginia (Chart 1).

Top-performing Markets in Revenue

TRAVELCLICK properties have outperformed the market in ten major markets, including Anaheim, Chicago, New York, Norfolk-Virginia Beach, Oahu Island, Orlando, San Diego, San Francisco, Seattle, 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



Barcelona, Spain



Chicago, IL USA



Dubai, UAE



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Melbourne, Australia



Shanghai, China



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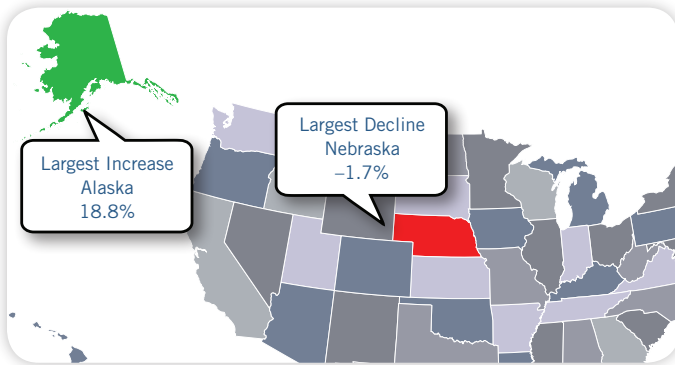
MARKET HIGHS AND LOWS, MONTH-TO-DATE

States

Largest Increase: Alaska 18.8%
 Largest Decline: Nebraska -1.7%

Cities

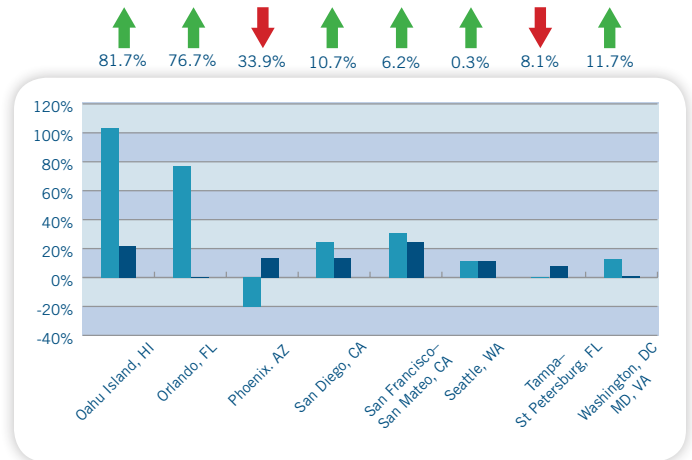
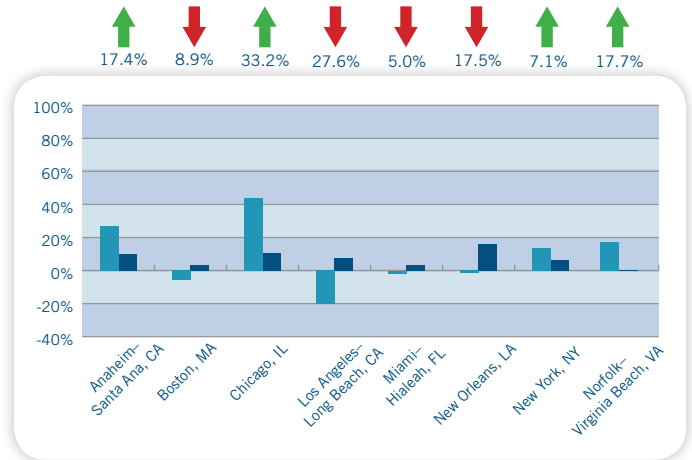
Largest Increase: San Francisco 24.5%
 Largest Decline: Nebraska (Omaha?) -0.4%



To learn more about how iHotelier® can help you achieve better results, call us or go to 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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