

TRAVELCLICK® MARKET ALERT

Middle East, Northern Africa, and Southern Africa



SEPTEMBER 2009

REGION REALIZES ADR GROWTH

The Middle East/Africa region reported mixed year-over-year (YOY) results across key measurements for September, with average daily rate (ADR) growth as the highlight. The region's occupancy dropped 8.2% to 56.9%; ADR increased 1.5% to US\$140.66; and revenue per available room (RevPAR) decreased 6.9% to US\$80.00.

According to the latest reports, September showed the lowest monthly RevPAR decline (-6.9%) for the region since December 2008. In addition, RevPAR benefited from the first increase in average room rate since March 2009.

As the travel industry begins to recover, TRAVELCLICK® hotels continue to outperform the market by 860% in revenue month-to-date (MTD) and 65% year-to-date (YTD).

Overall Market versus TRAVELCLICK Hotels, Month-to-Date

Overall	-6.90%
TRAVELCLICK	52.47%

REVPAR PERFORMANCE HIGHLIGHTS, MIDDLE EAST AND AFRICA

Month-to-Date

Overall Middle East and Africa Performance in Revenue

TRAVELCLICK iHotelier® customers in all reported regions are driving positive YOY growth in revenue and occupancy, while the market reflects negative growth in the majority of those regions. Overall growth is 59 percentage points higher for the region than the overall market. TRAVELCLICK properties in the Middle East reported the highest level of positive YOY growth in a declining market, with a 53% increase.

Top-performing Countries in Revenue

TRAVELCLICK properties have outperformed the market in Egypt, Turkey, and the United Arab Emirates (UAE) (see chart). Growth in UAE was highest for TRAVELCLICK hotels at 123%, more than 135 percentage points higher than the global market. Turkey reported growth of approximately 47% compared to a slight decline for the market of 3%. TRAVELCLICK hotels in Egypt performed 26 percentage points higher than the market, delivering 37% positive revenue growth in September.

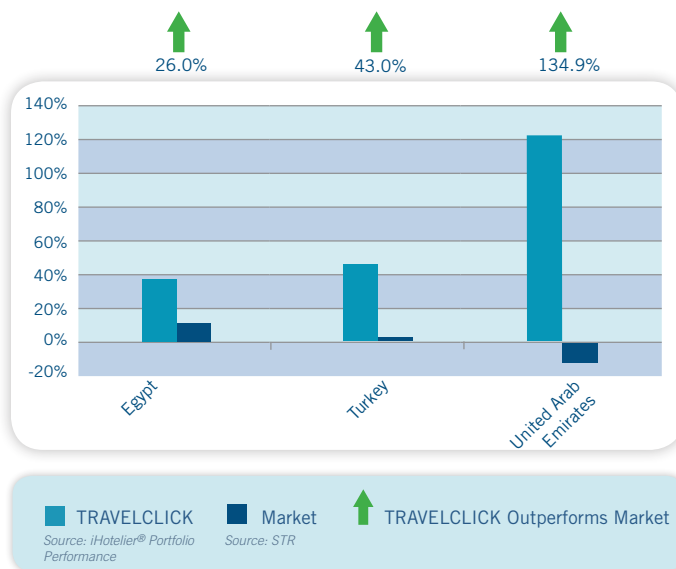
Top-performing Markets in Revenue

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 125 percentage points ahead of the overall market in revenue, 38 points ahead in ADR, and 68 points ahead in occupancy.

TRAVELCLICK HOTELS OUTPERFORM THE MARKET

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



Year-to-Date

Overall Middle East and Africa Performance in Revenue

TRAVELCLICK properties continue to outperform the market in all regions for both revenue and occupancy despite the declining market. For the region, the market is down 12% in occupancy and 15% in revenue, while TRAVELCLICK hotels reported performance of 24.3 and 9.9 points higher, respectively.

Top-performing Countries in Revenue

TRAVELCLICK properties have again outperformed the market in two of the three tracked countries in the region. Specifically, the highlight was Egypt, which experienced a 30.2% increase YTD compared to the market growth of -15.6%. Turkey hotels also showed slightly positive growth at 2% compared to the market 26% decline in revenue YTD.

Top-performing Markets in Revenue

Both Dubai and Istanbul iHotelier portfolios showed positive growth in declining markets, performing 46 and 29 percentage points higher than market, respectively.

To learn more about how iHotelier® can help you achieve better results, email us at info@travelclick.net or visit www.travelclick.net.

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