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## 2004 Electronic Room Nights for Africa Increase Over 11%

*TravelCLICK Lists 2004 Top Ten Africa Markets*

CHICAGO (7 April 2005) – TravelCLICK’s 2004 year-end eMonitor data illustrates an 11.3% year-over-year increase in room nights booked electronically through the Global Distribution Systems (GDS) and key Internet sites for Africa. This increase greatly exceeds the 7.5% year-over-year worldwide growth in room nights.

The Average Daily Rate (ADR) for hotels in the Africa was \$109.01, an increase of 9.3% over 2003.

eMonitor results are compiled from TravelCLICK’s comprehensive database, which is the exclusive source of hotel industry electronic distribution data from the Amadeus, Galileo, Sabre and Worldspan GDS. TravelCLICK’s eMonitor also includes hotel bookings made through third-party travel Internet websites powered by Pegasus Solutions.

### Electronic Room Night Bookings for Africa – Full-Year 2004

	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
<b>Total Africa</b>	795,782	11.3%	\$109.01	9.3%
<b>Total Worldwide</b>	114,381,709	7.5%	\$126.03	6.9%

### Top Destination Markets for Africa – Full-Year 2004

The top 10 destination markets based on electronic room nights in Africa, in order, were:

2004 Top 10 Africa Cities	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
1. Johannesburg	253,682	6.8%	\$106.38	18.8%
2. Cape Town	148,076	15.6%	\$110.31	-6.3%
3. Durban	92,990	22.9%	\$91.50	21.0%
4. Port Elizabeth	35,752	16.2%	\$81.90	10.2%
5. Pretoria	34,420	15.9%	\$88.09	26.4%
6. Bloemfontein	21,573	22.5%	\$77.88	19.5%
7. East London	20,825	1.0%	\$92.83	28.6%
8. Nairobi	12,260	20.2%	\$130.74	-0.5%

9. Polokwane	9,683	7.5%	\$64.14	25.8%
10. Dakar	9,195	20.4%	\$146.00	4.8%

“The top ten destination markets all experienced year-over-year growth rates in room nights and key markets such as Johannesburg, Durban and Port Elizabeth, substantially increased both their room nights and ADR,” said Jan Tissera, president of TravelCLICK International.

To receive a free listing of the top 50 cities worldwide in electronic bookings for 2004, please e-mail [emonitor@travelclick.net](mailto:emonitor@travelclick.net). GDS hotel booking summaries by individual local market are available at [www.travelclick.net](http://www.travelclick.net).

**About TravelCLICK** TravelCLICK is the leading provider of solutions that help hotels and other travel industry suppliers maximize profits from electronic distribution channels. The company’s iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK’s competitive benchmarking reports provide hotels with price and booking performance information, and the company’s exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 8,000 customers in more than 140 countries.

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