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Asia-Pacific Electronic Room Nights Jump Over 30% in 2004

TravelCLICK Reports Top Ten Asia-Pacific Markets for 2004

CHICAGO (7 April 2005) – According to TravelCLICK’s 2004 year-end eMonitor results, room nights booked electronically through the Global Distribution Systems (GDS) and key Internet sites for the Asia-Pacific region increased 30.1% in comparison to 2003. This year-over-year growth in room nights significantly exceeded the 7.5% year-over-year growth that hotels worldwide achieved.

The 2004 Average Daily Rate (ADR) for hotels in the Asia-Pacific region also increased in comparison to 2003. With a growth of 10.9% and an ADR of \$136.84, Asia-Pacific also surpassed the ADR and ADR growth of hotels worldwide.

eMonitor results are compiled from TravelCLICK’s comprehensive database, which is the exclusive source of hotel industry electronic distribution data from the Abacus/Infini, Axess, 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 Asia-Pacific – Full-Year 2004

	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
Total Asia/Pacific	6,228,802	30.1%	\$136.84	10.9%
Total Worldwide	114,381,709	7.5%	\$126.03	6.9%

Top Asia-Pacific Destination Markets – Full-Year 2004

Top 10 destination markets based on electronic room night bookings, in order, were:

2004 Top 10 Asia/Pacific Cities	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
1. Sydney	733,681	12.7%	\$143.67	13.9%
2. Melbourne	514,899	13.6%	\$125.00	8.8%
3. Hong Kong	502,540	56.9%	\$185.96	12.3%
4. Singapore	475,138	44.7%	\$118.90	6.4%
5. Tokyo	468,258	16.3%	\$198.19	10.2%
6. Shanghai	319,442	79.2%	\$144.72	8.1%
7. Beijing	253,838	76.1%	\$121.15	7.6%

8. Brisbane	226,757	16.7%	\$112.93	16.8%
9. Perth	205,982	16.8%	\$105.47	14.3%
10. Seoul	194,653	20.9%	\$196.97	12.7%

“The Asia-Pacific region as a whole had a very strong year, as all markets experienced an increase in both room nights and ADR. Shanghai and Beijing outperformed the other markets in room night growth, indicative of their vigorous month-by-month path to recovery,” 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. GDS hotel booking summaries by individual local market are available at 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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