

Contact:
 Marie Cabo, Marketing
 847.585.5279
 mcabo@travelclick.net

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Middle East Electronic Room Nights Increase Over 34% in 2004

TravelCLICK Lists 2004 Top Ten Middle East Markets

CHICAGO (7 April 2005) – TravelCLICK’s 2004 year-end eMonitor data shows a 34.3% increase in room nights booked electronically through the Global Distribution Systems (GDS) and key Internet sites for the Middle East compared to 2003. This increase drastically surpasses the 7.5% year-over-year worldwide growth in room nights.

The Average Daily Rate (ADR) for hotels in the Middle East was \$163.95, an increase of 11.3% versus 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 the Middle East – Full-Year 2004

	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
Total Middle East	534,164	34.3%	\$163.95	11.3%
Total Worldwide	114,381,709	7.5%	\$126.03	6.9%

Top Middle East Destination Markets – Full-Year 2004

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

2004 Top 10 Middle East Cities	Room Nights	% Change Over 2003	ADR (USD)	% Change Over 2003
1. Dubai	183,561	64.4%	\$200.38	21.2%
2. Cairo	58,216	16.6%	\$109.68	9.0%
3. Tel Aviv	51,997	89.7%	\$159.55	0.8%
4. Bahrain	27,002	-0.5%	\$146.84	4.4%
5. Kuwait	26,957	-1.8%	\$232.28	-16.2%
6. Abu Dhabi	22,695	23.6%	\$120.37	6.3%
7. Doha	22,469	16.6%	\$169.65	34.6%

8. Amman	21,643	38.4%	\$116.44	5.8%
9. Beirut	16,819	38.8%	\$149.15	12.4%
10. Muscat	12,931	13.7%	\$136.36	14.6%

“Dubai continues to win an increasing number of tourists. Therefore, it is no surprise that it remains number one in room night growth,” 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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