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## Middle East Electronic Room Nights Increase Over 29%

*TravelCLICK Lists Top Ten Middle East Markets for Second Quarter*

CHICAGO (15 August 2005) – TravelCLICK's eMonitor data for the second quarter of 2005 shows a 29.8% increase in room nights booked electronically through the Global Distribution Systems (GDS) and key Internet sites for the Middle East compared to the same time period in 2004. This increase drastically surpasses the 11.2% worldwide growth in room nights for the second quarter.

The Average Daily Rate (ADR) for hotels in the Middle East was \$180.22, an increase of 15.7% versus the second quarter of 2004.

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 – Q2 2005

	Room Nights	% Change Over Q2 2004	ADR (USD)	% Change Over Q2 2004
<b>Total Middle East</b>	167,258	29.8%	\$180.22	15.7%
<b>Total Worldwide</b>	33,226,891	11.2%	\$130.91	5.2%

### Top Middle East Destination Markets – Q2 2005

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

Q2 2005 Top 10 Middle East Cities	Room Nights	% Change Over Q2 2004	ADR (USD)	% Change Over Q2 2004
1. Dubai	55,955	37.6%	\$220.62	20.8%
2. Tel Aviv	22,539	83.0%	\$176.92	8.1%
3. Cairo	17,138	12.8%	\$114.48	8.6%
4. Doha	7,635	26.7%	\$220.97	44.5%
5. Abu Dhabi	7,583	46.5%	\$148.33	27.9%
6. Bahrain	7,544	20.7%	\$152.44	4.8%
7. Kuwait	7,306	6.5%	\$219.05	-2.6%

8. Amman	7,242	30.3%	\$143.04	18.9%
9. Riyadh	4,363	37.5%	\$138.95	16.0%
10. Muscat	4,096	33.8%	\$161.06	21.0%

To receive a free listing of the top 50 cities worldwide in electronic bookings for the second quarter, please email [emonitor@travelclick.net](mailto:emonitor@travelclick.net). GDS hotel booking summaries by 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 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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