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## **LONDON 2012 OLYMPICS – HOTEL MARKET UPDATE** *Regular updates in the run up from TravelClick*

With the London 2012 Olympic year upon us, TravelClick, the leading hotel market intelligence provider, is using its forward-looking data to provide regular updates of how the London hotel market is performing in terms of demand and rates.

With fewer than 200 days before the opening ceremony, the market is looking optimistic for both hoteliers and visitors. At this time, committed occupancy for London hotels is currently at 45.7%, which while up more than 300% on the same period in 2011, also means that there is still availability for anyone planning to visit London during the games and for hoteliers to capitalize over the two week period.

Committed occupancy across the entire period of the games is fairly consistent with the busiest night during the two week period for London's hoteliers currently showing as that of the opening ceremony (27 July) which is at 46.9% committed occupancy, a 443% rise on the same date in 2011. The average daily rate is up an average 118.2% year-over-year over the 16 day period between the opening and closing ceremonies.

Next update due April 2012 – for any data you require in the meantime please contact Stacey Stockwell or Victoria Savill on 020 8237 1210 or [firstname.surname@sirenpr.co.uk](mailto:firstname.surname@sirenpr.co.uk).

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### **About TravelClick, Inc.**

TravelClick ([www.TravelClick.com](http://www.TravelClick.com)) is the leading provider of revenue generating solutions for hoteliers across the globe. TravelClick offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 140 countries drive



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profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelClick has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelClick has offices in New York, Atlanta, Chicago, Barcelona, London, Dubai, Houston, Melbourne, Shanghai, and Tokyo. Follow us on [www.twitter.com/TravelClick](https://www.twitter.com/TravelClick) and [www.facebook.com/TravelClick](https://www.facebook.com/TravelClick).