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Hotels to Experience Moderate Growth in 2012 Across All Travel Segments

NEW YORK – November 29, 2011 – According to TravelClick’s November 2011 North American Hospitality Review, all travel segments – business travel, leisure travel and group business– are experiencing moderate gains in demand and room rate for the next 12 months. The North American Hospitality Review is based on actual hotel bookings from Q4 2011 through Q3 2012.

For this period, committed occupancy is up 3.3 percent year-over-year, average daily rate (ADR) is up 4 percent and revenue per available room (RevPAR), a top-line indicator, is tracking ahead by 5.9 percent. The business travel segment, which represents 47 percent of all transient rooms reserved for the next 12 months, will see a 6.7 percent RevPAR gain.

Markets showing the most year-over-year occupancy growth include:

Top Five Strongest U.S. Travel Markets

	Committed Occupancy	Reserved ADR	Reserved RevPAR
Charlotte	26.0%	2.8%	13.9%
Detroit	14.8%	4.1%	17.5%
Indianapolis	11.3%	1.9%	1.6%
Houston	9.7%	2.6%	9.5%
Seattle	9.2%	-0.3%	5.8%



Markets that show negative occupancy growth include:

Top Five Weakest U.S. Travel Markets

	Committed Occupancy	Reserved ADR	Reserved RevPAR
Honolulu	-8.1%	13.7%	19.2%
Minneapolis St. Paul	-6.6%	7.5%	4.1%
Denver	-5.9%	-4.8%	-11.4%
Dallas	-4.6%	1.0%	3.3%
Phoenix	-2.1%	2.4%	-1.8%

“Throughout 2011, business travel has been the primary driver for hotel demand and that trend continues in 2012,” said Tim Hart, executive vice president, business intelligence, TravelClick. “While business travel remains strong, overall demand has slowed and the industry is not experiencing the robust ADR growth that many had hoped for. As we gear up for a new year, sustained growth may not be a guarantee.”

Fourth Quarter 2011 (October 2011 – December 2011)

Committed occupancy continues to increase in the fourth quarter of 2011, up 2.3 percent from Q4 2010, with ADR and RevPAR up 4.0 percent and 5.7 percent respectively. RevPAR posted a moderate 3.3 percent gain year-over-year in October 2011, however, it is expected to increase 9.3 percent in November and 8.2 percent in December 2011.

Markets that show above average year-over-year occupancy growth throughout the rest of the fourth quarter are Detroit (22.1 percent), Tampa (13.1 percent) and Seattle (12.7 percent). Markets showing below average growth are Atlanta (-9.2 percent), Denver (-7.5 percent) and Honolulu (-5.5 percent).

First Quarter (January 2012 – March 2012)

According to the report, RevPAR in Q1 2012 is expected to increase 7.6 percent from the prior year -- up 13.4 percent in January, down 2.1 percent in February and 9.5 percent higher in March. This is the highest quarterly RevPAR gain in a year. Demand throughout all customer segments continues to



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show moderate improvement, with group demand up 1.3 percent, leisure up 4.6 percent and business up 1.8 percent.

Markets showing strong year-over-year occupancy growth in the first quarter of 2012 are Indianapolis (33.7 percent), Detroit (20.4 percent) and Chicago (21.9 percent). Markets showing negative occupancy growth are Dallas (-24.0 percent), Tampa (-13.1 percent) and Washington DC (-8.9 percent).

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About TravelClick, Inc.

TravelClick (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 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, Hong Kong, Houston, Melbourne, Orlando, Shanghai, Singapore and Tokyo. Follow us on www.twitter.com/TravelClick and www.facebook.com/TravelClick.

About the TravelClick North American Hospitality Review

The TravelClick North American Hospitality Review is based on reservation and committed group sales data by hotel companies participating in TravelClick's MarketVision Demand Position Product. These include Gaylord, Hilton, Hyatt, InterContinental, Loews, Marriott, Omni and Starwood. The data is collected in 25 major North American Markets, representing 202 million annual room nights and \$27 billion in annual room revenue. TravelClick is the only business intelligence provider that provides comprehensive forward-looking data, based on real bookings, to hoteliers around the globe.