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North American Hotel Industry Sees Growth in 2012

12 Month Outlook Reveals: Increase in Demand and Room Rates Lead to More Revenue for Hotels

NEW YORK – October 25, 2011 –TravelClick’s October 2011 North American Hospitality Review indicates the hotel industry is continuing to show strong growth in the business, leisure and group travel segments. The North American Hospitality Review is based on actual hotel bookings for the period October 1, 2011 through September 30, 2012.

For the next twelve months, committed occupancy is up 4.8 percent year-over-year, average daily rate (ADR) is up 4.0 percent, and revenue per available room (RevPAR), a top-line indicator, is tracking ahead by 6.5 percent.

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

Top Five Strongest U.S. Travel Markets

	Committed Occupancy	Reserved ADR	Reserved RevPAR
Detroit	22.1%	4.7%	24.8%
Charlotte	20.4%	5.7%	10.9%
Houston	15.9%	3.1%	9.3%
Seattle	15.9%	-3.6%	-0.9%
Philadelphia	15.1%	8.1%	14.1%



Markets that show negative occupancy growth include:

Top Five Weakest U.S. Travel Markets

	Committed Occupancy	Reserved ADR	Reserved RevPAR
Minneapolis-St. Paul	-8.6%	8.4%	7.7%
Denver	-8.2%	-7.3%	-16.6%
Dallas	-3.6%	-1.1%	-0.4%
Honolulu	-3.2%	12.6%	21.5%
Phoenix	-2.0%	1.3%	-1.6%

“While there is much uncertainty regarding where the overall economy is headed, hotel industry performance over the remainder of 2011 and heading into 2012 continues to look strong,” said Tim Hart, executive vice president, business intelligence, TravelClick. “TravelClick’s forward-looking demand data reveals that RevPAR for the fourth quarter is tracking ahead of last year by 6.2%, based on reservations on the books. This improving performance is driven by both stronger occupancy and improved ADR.”

Fourth Quarter 2011 (October 2011 – December 2011)

In Q4 2011, ADR is up 4.1 percent compared to last year and will be the primary driver of RevPAR for the third consecutive quarter. Data from the September 2011 NAHR revealed a modest 0.8 percent increase in occupancy, however, new data from the October 2011 NAHR reveals that occupancy is now up 3.6 percent, year-over-year. This increase in demand is driven by an improvement in booking pace during Q3 2011.

Markets that show above average occupancy growth in the fourth quarter are Detroit (21.9 percent), Philadelphia (11.2 percent) and Miami (9.2 percent). Markets showing below average growth are Atlanta (-8.7 percent), Denver (-7.6 percent) and Orlando (-2.8 percent).

First Quarter (January 2012 – March 2012)

According to the report, demand in the first quarter of 2012 is strong, with pace – room nights added over the past month – up 15.3 percent and total committed occupancy up 2.4 percent compared to last



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year. Group blocks are showing a 2.0 percent increase compared to 2011, with group pace up a strong 18.7 percent.

Markets that show strong occupancy growth in the first quarter of 2012 are Indianapolis (37.7 percent), Detroit (26.3 percent) and Chicago (25.6 percent). Markets showing negative occupancy growth are Dallas (-23.1 percent), Tampa (-14.5 percent) and Denver (-12.4 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, Houston, Melbourne, Orlando, Shanghai, 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.