



TravelClick[™] | Business Intelligence Solutions

Atlanta Lodging Outlook

**Business
Intelligence**

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EVP**

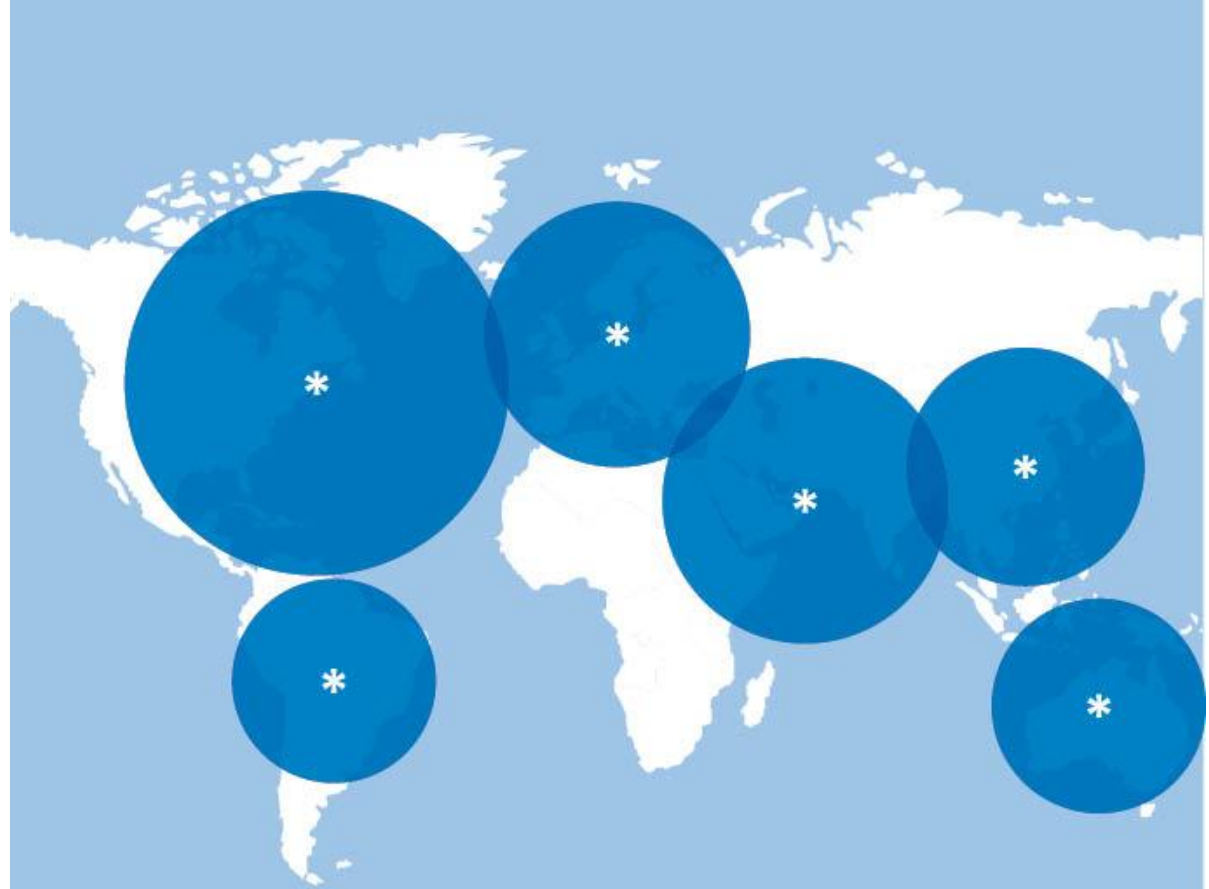
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TravelClick provides expert solutions so that hotels can optimize performance, grow revenue, and create a stronger brand.

Our team delivers global expertise and local knowledge to grow your revenue.

Our dedicated field sales, account management, and service teams have deep knowledge of the communities where your hotels operate, and they draw from proven industry experience.

New York Atlanta Chicago Houston Orlando Barcelona London Dubai Shanghai Melbourne Tokyo



30,000+hotel customers 147countries 500+employees

We have five lines of business that work together to improve your performance.



TravelClick™

| Reservations Solutions

- iHotelier
- PMS Connectivity
- ChannelDirect Channel Management
- MobiBook

| Business Intelligence Solutions

- Hotelligence360
- MarketVision Demand Position
- MarketVision Price Position
- MarketVISION Destination Insights
- SearchVIEW

| Media Solutions

- GDS Media
- Display Marketing
- Pay-Per-Click Advertising

| Web Solutions

- Custom Websites
- Search Engine Optimization
- Social Media Optimization

| Guest Management

We gather a vast amount of market intelligence every day.

	Rate	Agency	Demand
Data Set	<p>We gather over 10 billion rates per month from over hundreds of sources</p> <p>We gather rates from more than 356 sources:</p> <ul style="list-style-type: none">• 196 hotel brand.com sites• 160 online travel agencies• GDS	<p>We have 100% of reservations made through the four major GDS</p> <p>We receive every booking from:</p> <ul style="list-style-type: none">• Sabre• Galileo• Worldspan• Amadeus	<p>We receive daily future demand data from major brands for a 365-day horizon</p> <p>We receive all reservations and group sales blocks from:</p> <ul style="list-style-type: none">• Marriott• Hilton• Hyatt• Intercontinental• Starwood• Four Seasons• Gaylord• Omni• Kimpton• Loews
Future	✓	✓	✓
Historical	✓	✓	✓
Frequency	Daily	Daily	Daily

Today's Topics

- **Uses of Forward Looking Demand**
- **Atlanta market – 12 Month Outlook**

There are well established measures for understanding your past performance within your competitive set



	August 2011		
	Occupancy Index	ADR Index	RevPAR Index
Group	.69	.85	.60
Transient	1.03	.97	1.00
Total	.84	.90	.76

By collecting market data at the booking detail, we can diagnose why performance was what it was

	August 2011		
	Occ Index	ADR Index	RevPAR Index
Group	.69	.85	.60
Transient	1.03	.97	1.00
Total	.84	.90	.76

	Revenue Fair Share Index August 2011					
	Brand.com	CRS	Direct	GDS	OTA	Total
Retail	.11	.57	1.25	.85	.05	.56
Negotiated	.74	1.09	.97	1.07	2.45	1.05
Discount	1.95	2.19	.74	.60	.87	1.33
Qualified	.91	1.10	2.24	.50		1.05
Wholesale			.87	1.70		.73
Total	1.04	1.12	1.24	.93	.83	1.02

WHAT?



WHY?

Future demand data allows you to monitor your performance for future dates, as demand builds, and take necessary action



Group	October 2011...			...March 2012		
	Occ Index	ADR Rank	RevPAR Rank	Occ Index	ADR Rank	RevPAR Rank
Group	1.04	4 of 5	4 of 5	1.16	4 of 5	3 of 5
Transient	.83	4 of 5	5 of 5			
▪ Retail	.34	5 of 5	4 of 5			
▪ Negotiated	.42	2 of 5	5 of 5			
▪ Discount	1.03	3 of 5	2 of 5			
▪ Qualified	1.90	5 of 5	3 of 5			
▪ Wholesale	1.35	1 of 5	1 of 5			

- Evaluate retail pricing
- Evaluate discounts

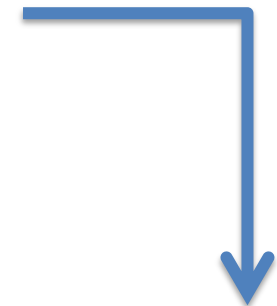
Frequently updated (daily) pace reporting allows you to monitor whether your actions are working

	October 2011			March 2012		
	Occ Index	VS Last Week	VS Last Year	Occ Index	VS Last Week	VS Last Year
Group	1.04	-.06	-.47	1.16	0.0	.46
Transient	.83	-.05	.35	Losing share week over week in the transient segment, especially in the retail sub-segment		
▪ Retail	.34	-.14	.16			
▪ Negotiated	.42	.01	.24			
▪ Discount	1.03	-.04	.80			
▪ Qualified	1.90	.04	.12			
▪ Wholesale	1.35	-.10	1.29			

Detailed channel performance reporting lets you focus and measure your actions even further

	Occupancy Index September 2011				
	Brand. Com	CRS	Direct	GDS	OTA
Retail	.14	.70	2.30	.79	.06
Negotiated	1.25	1.16	.20	1.02	4.61
Discount	1.03	1.17	.22	2.08	2.95
Qualified	1.70	1.58	15.38	.88	
Wholesale			1.11	6.92	

Too reliant on the OTA channel? Far more production than competitors.



	Expedia	Hotels.com	Hotwire	Priceline	Travelocity
Discount	1.61	3.17	7.64	.82	5.71

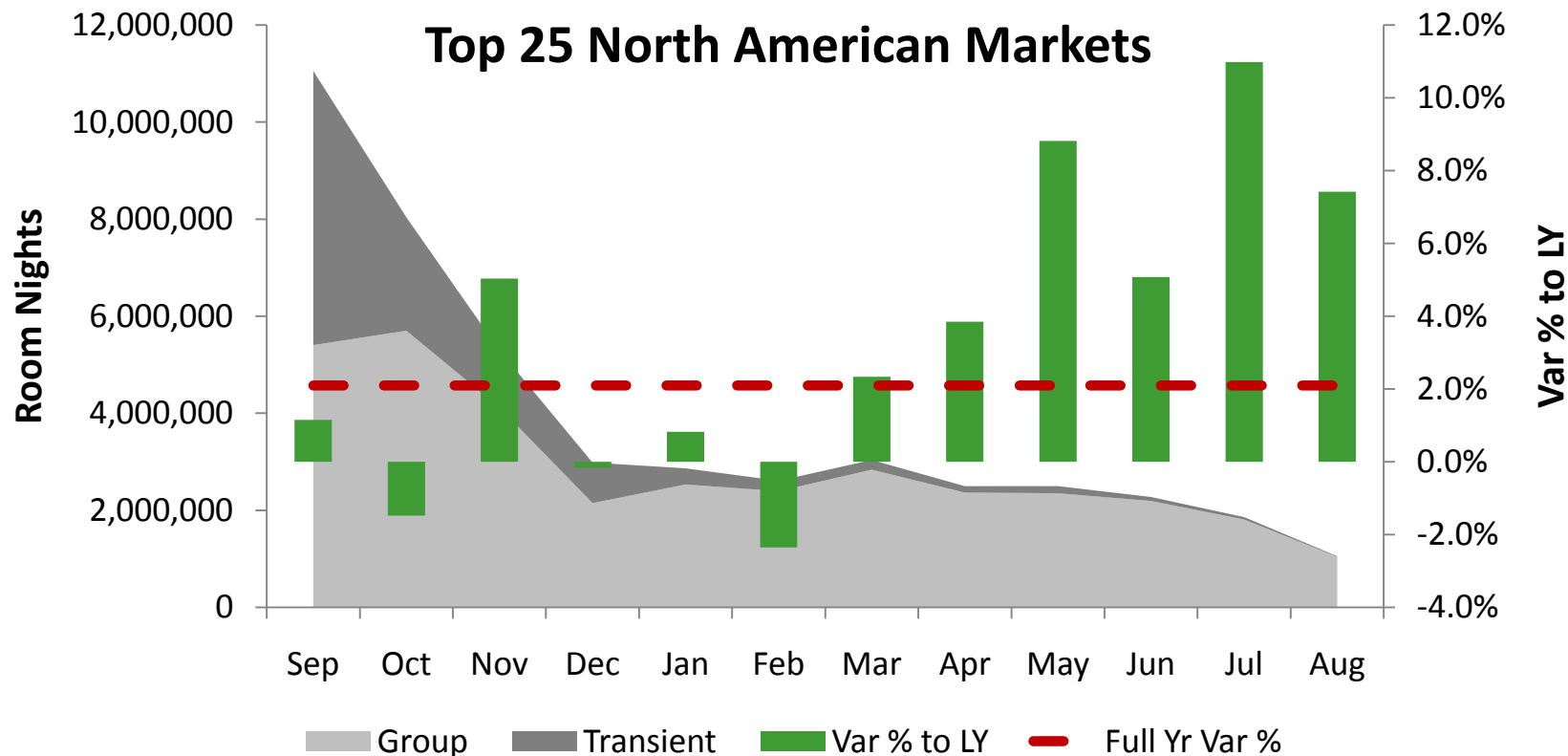
Forward looking market and share reporting leads to more “market aware” decision making



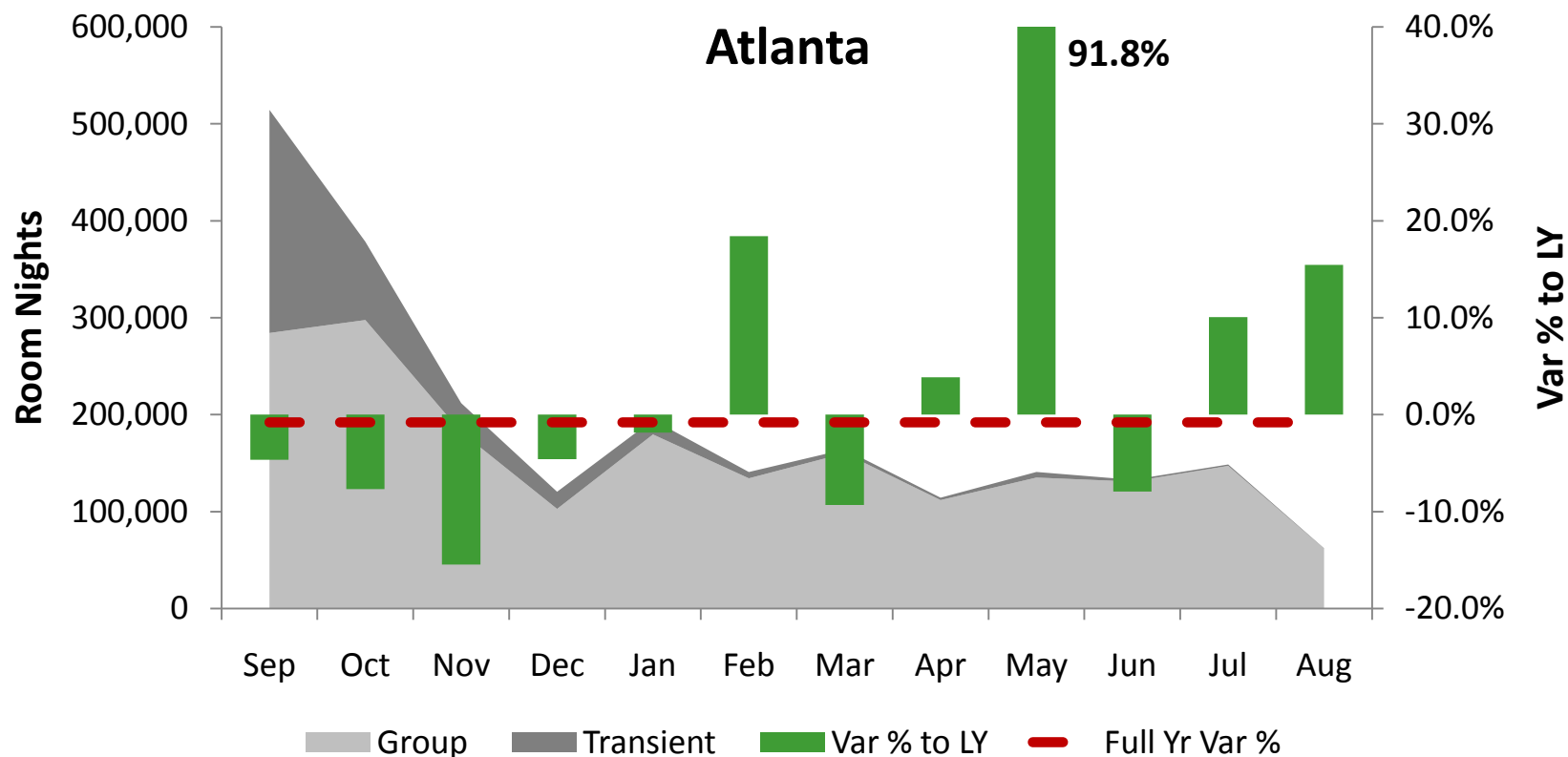
- Forecasting market demand
- Measuring market and share performance at the micro-segment level
- Setting strategy and plans based on market demand and share expectations
- Targeting/evaluating marketing/promotions based on share performance
- Correlating price and competitive price position to demand share performance

Atlanta Market 12 Month Outlook

Nationally, business on the books for the coming 12 months is up 2% over same time last year



But Atlanta is currently down 0.8% versus same time last year



Nationally, all major segments of demand are up over last year in both occupancy and ADR

	Room Nights		ADR	
Group	+2.3%	↑	+4.3%	↑
Transient Business	+2.1%	↑	+8.4%	↑
Transient Leisure	+0.7%	↑	+7.5%	↑

Negotiated, Retail

Discount, Qualified, Wholesale

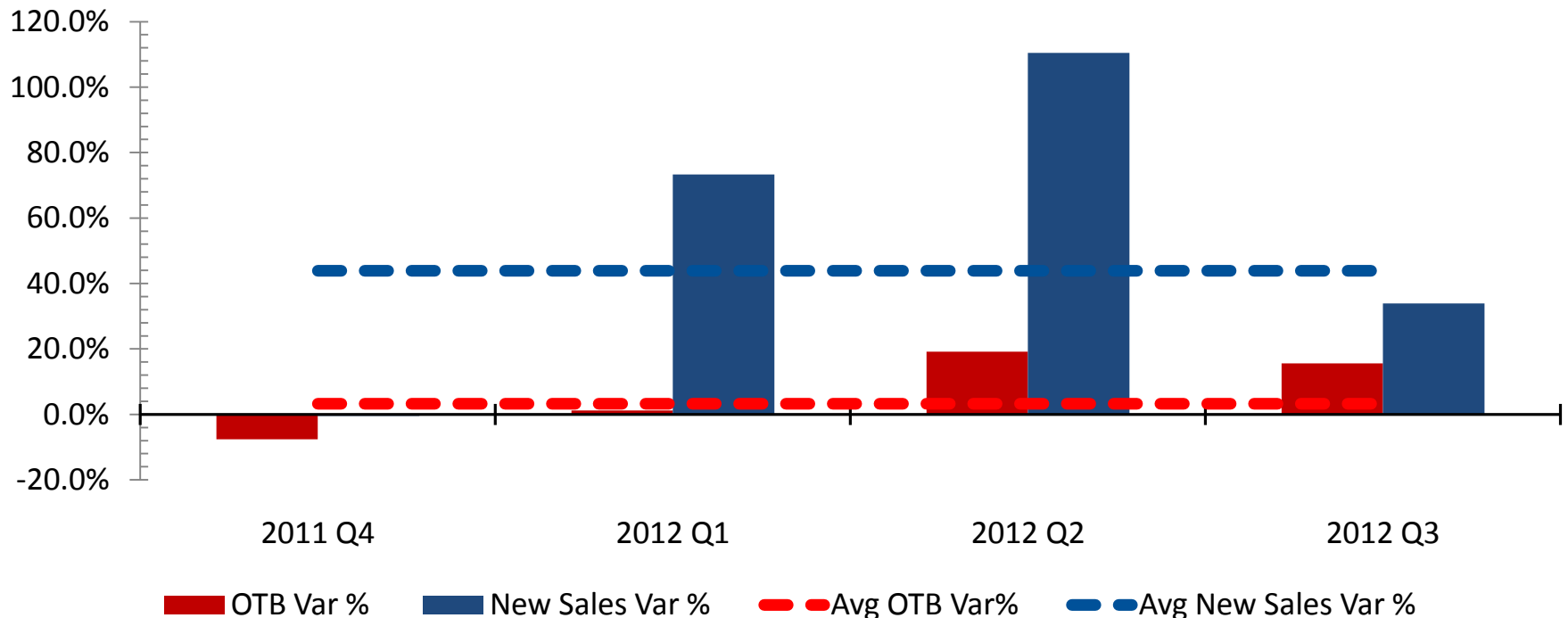
Year over year variance % to same time last year for demand on the books for future 12 months in top 25 North American markets

By comparison, Atlanta transient business is down significantly and lags in ADR growth

	Top 25 Markets				Atlanta			
	Room Nights		ADR		Room Nights		ADR	
Group	+2.3%	↑	+4.3%	↑	+1.9%	↑	-0.9%	↓
Transient Business	+2.1%	↑	+8.4%	↑	-10.0%	↓	+5.5%	↑
Transient Leisure	+0.7%	↑	+7.5%	↑	-14.0%	↓	+4.3%	↑

Group commitments for 2012 are coming in stronger than same time last year

Atlanta Group New Sales (past 30 days) and On the Books Year over Year Variance



The Atlanta outlook for the remainder of 2011 is soft, with room nights booked falling behind last year in all segments

	Atlanta - Year over Year Variance %				
	September – December, 2011			January – August, 2012	
	Room Nights	30 Day Pace	ADR	Room Nights	30 Day Pace
Total	-7.6%	-8.3%	3.3%	8.2%	60.5%
Group	-5.9%	-1.2%	2.4%	9.4%	68.9%
Transient	-11.5%	-11.0%	4.4%		
Transient – Business	-9.9%	-10.3%	3.8%		
Transient - Leisure	-13.2%	-11.8%	4.7%		

While the luxury segment is performing well, upper upscale, the bell weather segment, is lagging

		Atlanta - Year over Year Variance % - Future 12 Months					
		Room Nights			ADR		
	Rooms Committed	Total	Group	Transient	Total	Group	Transient
Luxury	236,334	43.5%	54.0%	1.3%	1.1%	6.7%	-1.3%
Upper Upscale	1,526,108	-4.4%	-3.7%	-10.5%	1.4%	-1.4%	6.0%
Upscale	312,779	-1.8%	11.1%	-17.9%	5.3%	-0.6%	6.8%
Upper Mid-Scale	246,795	-5.1%	-1.3%	-11.0%	1.5%	4.0%	-0.7%

Transient business is down throughout the metro Atlanta area. Group business in Buckhead remains strong despite weakness downtown.

		Atlanta - Year over Year Variance % - Future 12 Months					
		Room Nights			ADR		
	Rooms Committed	Total	Group	Transient	Total	Group	Transient
Total Metro	2,323,614	-0.8%	1.9%	-12.0%	2.5%	-0.9%	5.3%
Downtown	1,086,227	-5.1%	-4.4%	-11.8%	1.0%	-1.3%	4.4%
Buckhead	233,844	8.1%	14.6%	-8.8%	5.1%	5.9%	4.4%

Summary comments on 2011 and 2012

The outlook for the remainder of 2011:

- Demand pace has slowed considerably for the last four months of 2011
- Little help will come from the group segment, due to the short horizon remaining
- The transient segment is far weaker than last year
- While there is ADR growth, it lags the national average
- Weak demand will pressure rates over the remainder of 2011

The outlook for 2012:

- Group demand pace is quite strong
- Group room nights on the books are up considerably over same time last year
- It is too early to assess transient demand strength
- The group base layering into the market now will help strengthen transient segment pricing when transient demand begins to book

Tim Hart

September 7, 2011

This Presentation is Online:

www.TravelClick.com