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Media Contacts

Caitlin Kasunich / Christina Panta
KCSA Strategic Communications
212.896.1241 / 212.896.1208
ckasunich@kcsa.com / cpanta@kcsa.com

Hotel Rates and Bookings Continue Growth Throughout First Half of 2018

Third-Quarter 2018 Bookings Increase Significantly

NEW YORK – May 31, 2018 – TravelClick, a leading global provider of data and revenue-generating solutions for hoteliers, today released new data from the Company's May 2018 North American Hospitality Review (NAHR). According to this data, North American hoteliers continue to experience significant growth in the second quarter of 2018 across all travel segments, up 2.7 percent in average daily rates (ADR) and 1.4 percent in bookings.

Group travel is particularly strong in Q2, up 3.0 percent in ADR, 4.0 percent in bookings and an impressive 7.2 percent in revenue per available room (RevPAR). Transient travel also steps up in Q3, increasing 6.0 percent in bookings and 2.9 percent in ADR overall. More specifically, transient leisure travel is up 6.6 percent in bookings and 2.9 percent in ADR, and the transient business segment is up 4.6 percent in bookings and 3.8 percent in ADR.

"Hoteliers in the first half of 2018 experienced consistent rates and steady bookings growth, and TravelClick's forward-looking data predicts that the third quarter will be just as promising," said John Hach, Senior Industry Analyst at TravelClick. "In fact, it will offer the strongest level of organic growth that North American hoteliers have seen in recent years, which is welcomed news to hoteliers across the industry."

Twelve-Month Outlook (May 2018 – April 2019)

For the next 12 months (May 2018 – April 2019), transient bookings are up 2.9 percent year-over-year, and ADR for this segment is up 2.8 percent. When broken down further, the transient leisure (discount, qualified and wholesale) segment is up 3.5 percent in bookings, and ADR is up 2.7 percent. Additionally, the transient business (negotiated and retail) segment is up 1.8 percent in bookings, and ADR is up 3.2 percent. Lastly, group bookings are slightly up 0.8 percent in committed room nights* over the same time last year, and ADR is up 1.7 percent.

"In advance of Q3, hoteliers currently have a unique window of opportunity to capture growing summer transient demand," added Hach. "To capitalize on this, hoteliers should invest in online media to stand out from the competition and leverage market data to ensure that their investment is locally optimized."

NAHR Second Quarter 2018 Outlook			
	ADR	Reserved Occupancy	RevPAR
All Travel Segments (Group and Transient)	+ 2.7%	+ 1.4%	+ 4.2%
Group Segment Only	+ 3.0%	+ 4.0%	+ 7.2%
Transient Segment Only (Business and Leisure)	+ 2.5%	+ 0.4%	+ 3.0%
Transient Business Travel Only	+ 3.2%	+ 1.7%	+ 4.9%
Transient Leisure Travel Only	+ 1.9%	- 1.0%	+ 0.9%

Source: TravelClick

NAHR Third Quarter 2018 Outlook		
	ADR	Committed Occupancy
All Travel Segments (Group and Transient)	+ 2.4%	+ 2.2%
Group Segment Only	+ 0.6%	+ 0.6%
Transient Segment Only (Business and Leisure)	+ 2.9%	+ 6.0%
Transient Business Travel Only	+ 3.8%	+ 4.6%
Transient Leisure Travel Only	+ 2.9%	+ 6.6%

Source: TravelClick

The May NAHR looks at group sales commitments and individual reservations in the 25 major North American markets for hotel stays that are booked by May 1, 2018, from the period of May 2018 – April 2019.

*Committed Occupancy – (Transient rooms reserved + group rooms committed) / capacity

The second quarter combines historical data (April) and forward-looking data (May through June).

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About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 50,000 hoteliers to drive better business decisions and know, acquire, convert and retain guests. The Company's interconnected suite of solutions includes Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management. As a trusted hotel partner with more than 30 years of industry experience, TravelClick operates in 176 countries, with local experts in 39 countries and 16 offices in New York, Atlanta, Barcelona, Bucharest, Chicago, Dallas, Dubai, Hong Kong, Melbourne, Myrtle Beach, Orlando, Ottawa, Paris, Shanghai and Singapore. The Company also provides its hotel customers with access to a global network of over 600 travel-focused partners. Follow TravelClick on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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