



TravelClick®

KNOW | ACQUIRE | CONVERT | RETAIN

Media Contacts

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

North American Hoteliers Welcome Uptick in Rates & Bookings Across All Travel Segments as 2018 Begins

Transient Leisure Travel Sees Particularly Strong Bookings Boost of 6.8 Percent during Q1

NEW YORK – January 31, 2018 – TravelClick, a leading global provider of data and revenue-generating solutions for hoteliers, today released new data from the Company’s January 2018 North American Hospitality Review (NAHR). According to this data, North American hoteliers are starting the New Year with gains across all travel segments in the first quarter of 2018, up 0.7 percent in average daily rates (ADR) and up 2.1 percent in bookings.

The transient leisure segment in particular stands out during the first quarter, with bookings up an impressive 6.8 percent and strong revenue per available room (RevPAR), up 7.3 percent.

“The inconsistency that most hoteliers experienced throughout 2017 has substantially subsided in recent months, proving that 2018 is already off to an encouraging start,” said John Hach, senior industry analyst, TravelClick. “There is a healthy balance of group, transient leisure and business demand, which shows sustainability throughout the upcoming year.”

Twelve-Month Outlook (January – December 2018)

For the next 12 months (January – December 2018), transient bookings are up 3.2 percent year-over-year, and ADR for this segment is up 1.2 percent. When broken down further, the transient leisure (discount, qualified and wholesale) segment is up a solid 6.3 percent in bookings, and ADR is up 0.9 percent. Additionally, the transient business (negotiated and retail) segment is down -0.7 percent in bookings, but ADR is up 2.5 percent. Lastly, group bookings are up 1.9 percent in committed room nights* over the same time last year, and ADR is up 1.8 percent.

“Even though economic concerns have subsided in recent months, hoteliers still need to be acutely aware of their local market prices, especially in creating value by room type during these winter months where demand levels often slip,” added Hach. “Taking advantage of meta shopping business intelligence and forward-looking data are great ways for hoteliers to ensure that they have all of the necessary information to make informed decisions.”

NAHR First Quarter 2018 Outlook			
	ADR	Reserved Occupancy	RevPAR
All Travel Segments	0.7%	2.1%	2.8%
Group Only	1.1%	0.1%	1.2%
Transient Only (Business + Leisure)	0.6%	3.1%	3.7%
Transient Business	1.9%	-1.2%	0.7%
Transient Leisure	0.5%	6.8%	7.3%

Source: TravelClick

NAHR Second Quarter 2018 Outlook		
	ADR	Committed Occupancy
All Travel Segments	2.5%	2.3%
Group Only	5.2%	2.5%
Transient Only (Business + Leisure)	1.7%	1.8%
Transient Business	3.7%	0.7%
Transient Leisure	0.9%	2.9%

Source: TravelClick

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

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

The first quarter is comprised of forward-looking data from January through March 2018.

###

About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions for hotels around the globe to maximize revenue. TravelClick enables over 38,000 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 14 offices in New York, Atlanta, Barcelona, Bucharest, Chicago, 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](#).

