

## Worldwide Electronic Hotel Revenue Up 14.6 Percent in Q2 2007

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### Quarterly eMonitor Reports Annual Growth for Room Nights at 4.4 Percent

TravelCLICK's quarterly eMonitor results indicate continued steady health for the hotel industry based on electronic distribution performance for the second quarter of 2007.

Key indicators of growth compared to the second quarter of 2006 are:

Worldwide electronic hotel revenue from the Global Distribution Systems (GDS) and key Internet sites increased 14.6 percent

Number of room nights booked via electronic channels increased 4.4 percent

Average Daily Rate (ADR) increased by 9.8 percent.

Observations for the market based on this latest data include:

Hotel bookings through electronic channels are on pace to surpass TravelCLICK's projection of 120 million room nights this year.

Electronic bookings and ADR continue strong year-over-year growth in nearly every segment and top destination market.

Luxury hotel room nights reserved through travel agents increased 10.8 percent and surpassed \$384 per night in ADR.

Travelers continue to book short trips. The average length of stay for the second quarter 2007 was 2.09 nights, similar to last year's 2.08 nights.

"While travel agent and Internet generated bookings continue to grow, it's the luxury segment that is the top performer," said John Hach, Vice President of eMarketing Products at TravelCLICK. "Luxury experienced double digit growth in both room nights booked and average daily rate-approaching the \$400 per night benchmark. We expect this trend to continue throughout 2007."

eMonitor results are compiled from TravelCLICK's comprehensive proprietary database, which is the exclusive source of hotel industry electronic distribution data from the Amadeus, Galileo, Sabre and Worldspan GDS. The database of electronic distribution performance provides a comprehensive foundation for data analysis and trend forecasting that is used by the global hospitality industry in the development of integrated distribution strategy.

### **Travel Agent Component**

Travel agents continue to be a key source of higher rate business for hotels: The average rate for room nights booked through travel agents for the second quarter of 2007 was 45 percent higher than the average rate for room nights booked via the Internet for the same period.

Travel agent bookings represented 78.4 percent of total room nights. The travel agent component of GDS bookings showed a 10.1 percent increase in ADR and a 15.3 percent increase in revenue versus the second quarter of 2006.

### **Internet Component**

Internet room nights, sourced from consumer online transactions on third-party websites powered by the GDS and Online Distribution Database (ODD), showed a gain of 3.5 percent compared to the second quarter of 2006. ADR was up 7.7 percent for Internet bookings, and revenue was up 11.5 percent compared to the same period last year.

### **Second Quarter 2007**

Consumer Internet represented 20.3 percent of the total GDS/ODD ecommerce, up from 16.8 percent last year.

	Room Nights	% Change	ADR	% Change
Travel Agent (GDS) Component	28,046,857	4.7%	\$167.89	10.1%
Consumer Internet Component	7,715,148	3.5%	\$115.81	7.7%
Total GDS and ODD Hotel eCommerce	35,762,005	4.4%	\$156.65	9.8%

### **GDS Performance by Market Segment**

Results for the second quarter of 2007 by market segment are shown below for GDS bookings only. All market segments show increases in room nights and ADR compared to the second quarter of 2006.

## Second Quarter 2007

All segments show strong growth in ADR, with the luxury segment increasing from 8.8 percent last year to 10.2 percent in the second quarter of 2007.

Market Segment	Room Nights	% Change	ADR	% Change
Luxury	1,050,462	10.8%	\$384.05	10.2%
Upscale	10,786,909	4.5%	\$199.50	9.5%
Mid-scale	12,532,566	3.0%	\$129.85	9.7%
Economy	2,551,872	1.7%	\$86.04	6.0%

## Top Destination Markets

In the second quarter of 2007, London was the top destination market, with double-digit growth.

The top 10 worldwide destination markets in room nights for GDS and ODD-powered third-party websites, in order, were:

## Second Quarter 2007

### Top Destination

Markets	Room Nights	% Change	ADR	% Change
LONDON	2,167,862	16.6%	\$193.71	14.1%
NEW YORK	1,622,685	6.0%	\$277.93	11.0%
LOS ANGELES	1,194,078	0.4%	\$157.29	8.5%
SAN FRANCISCO/ OAKLAND/SAN JOSE	1,090,999	4.3%	\$160.16	8.8%
WASHINGTON/BALTIMORE	1,078,023	0.6%	\$186.44	4.6%
CHICAGO	907,056	-1.3%	\$165.76	7.6%
DALLAS	656,429	0.7%	\$124.35	9.1%
ATLANTA	598,064	1.4%	\$125.03	6.6%
BOSTON	557,973	1.9%	\$175.88	5.5%
HOUSTON	525,280	5.0%	\$134.58	10.6%

For more data on worldwide electronic bookings trends, visit the Information Center of the TravelCLICK website at <http://www.travelclick.net/information-center/>.

Some historical calculations may have been adjusted based on the most recent data.

## About TravelCLICK

TravelCLICK (<http://www.travelclick.net/>) is the leading provider of emarketing solutions that help hotels sell rooms smarter and drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions, including reservations and distribution management, market intelligence-based decision support and marketing services. Serving the hospitality industry since 1996 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

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