CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

TravelClick: 2018 Lodging Outlook

Business Intelligence

Sara Duggan
Regional Vice President, Business Intelligence
TravelClick

03/23/18

TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

25,000+ Partners

HILTON WORLDWIDE

IHG InterContinental Hotels Group

Marriott

HYATT

OMNI HOTELS & RESORTS

LOEWS HOTELS

LA QUINTA INNS & SUITES

FOUR SEASONS Hotels and Resorts

MANDARIN ORIENTAL THE HOTEL GROUP

KIMPTON® hotels & restaurants

TravelClick®

CELEBRATING 30 YEARS

HUNTER | HOTEL CONFERENCE

25

North America Markets

283 Million

Room Nights

$49 Billion

Annual Room Revenue

365

Days in the future

TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2017 Q4 Wrap Up

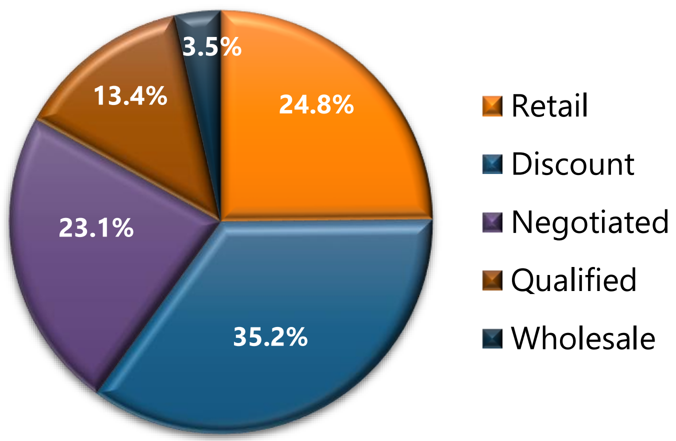
TravelClick®

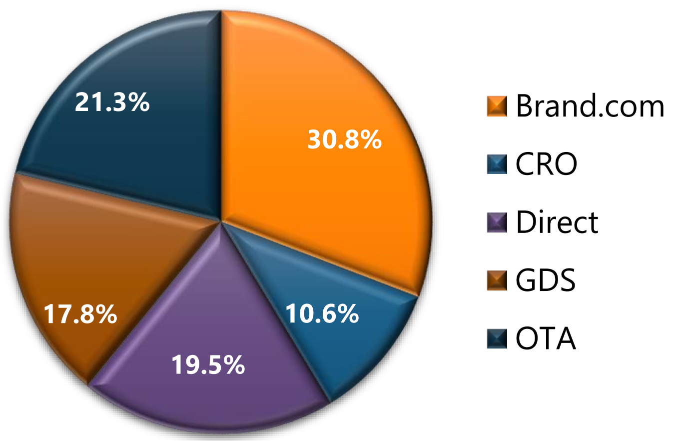
CELEBRATING 30 YEARS

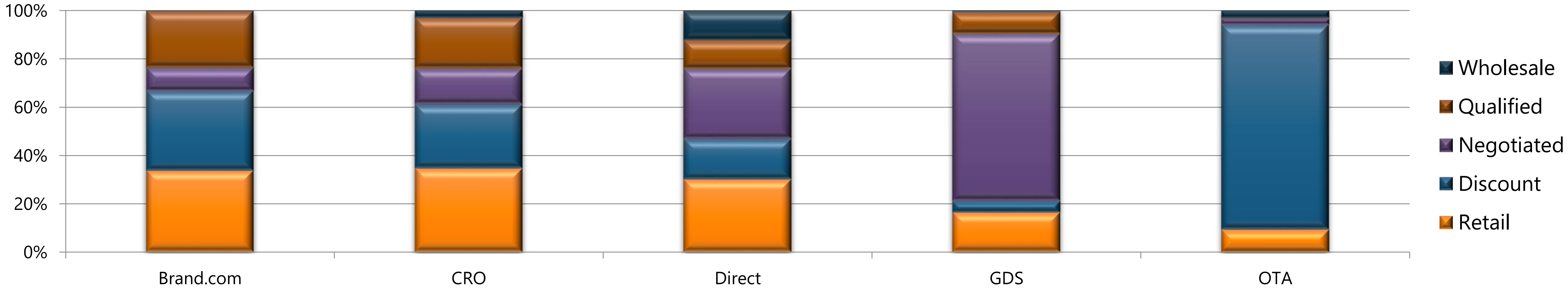
HUNTER HOTEL CONFERENCE

2017 Q4

Customer Segmentation – Transient Room Nights

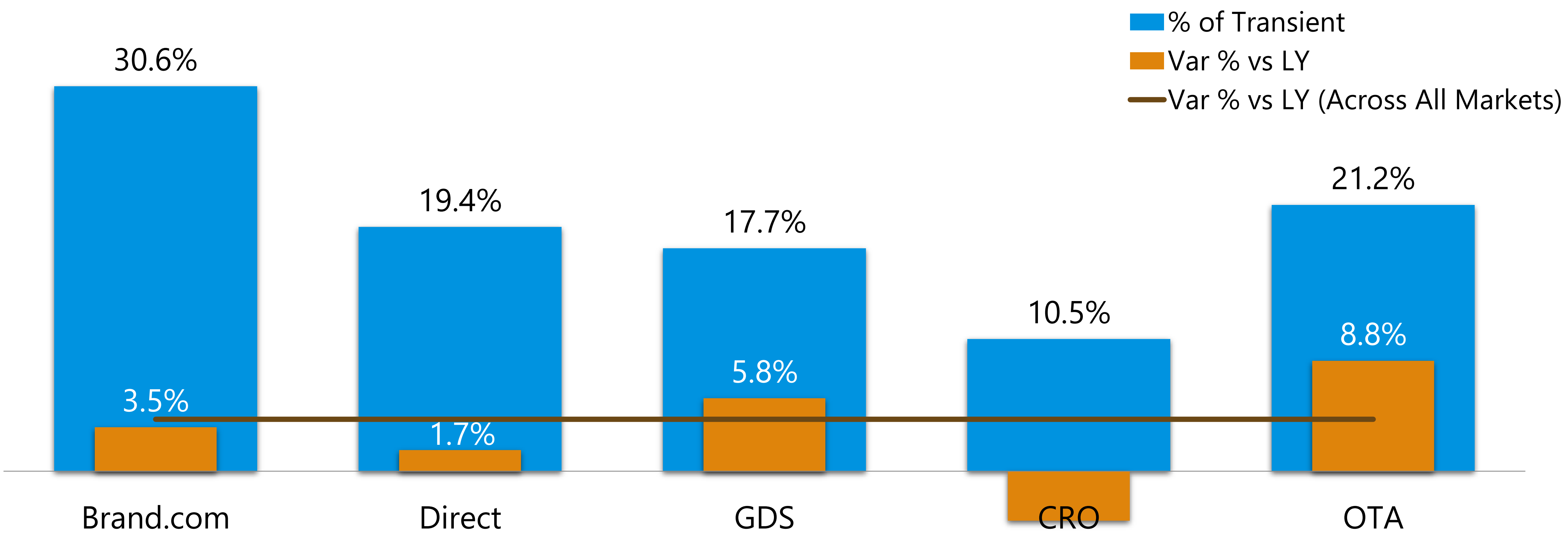






2017 Q4

Channel Performance – Transient Room Nights

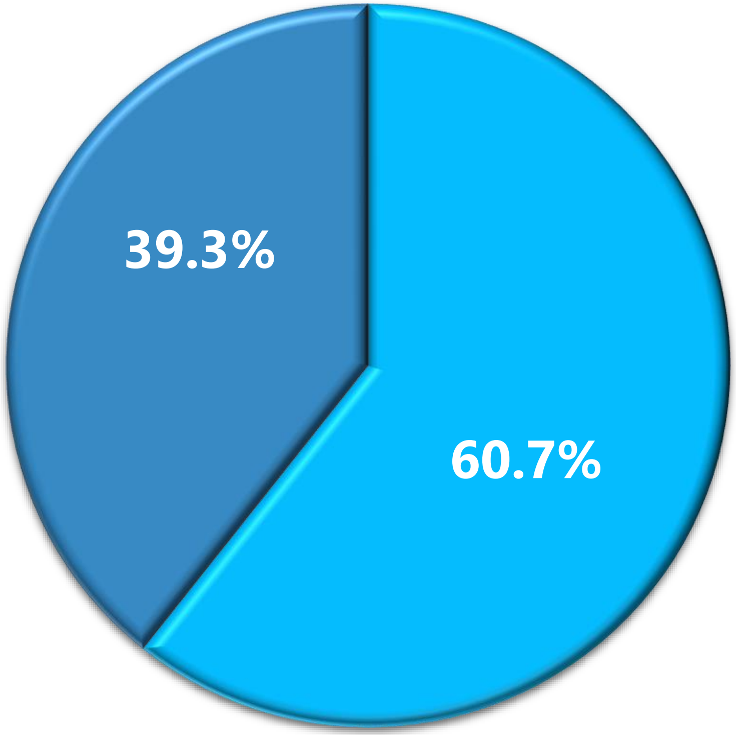


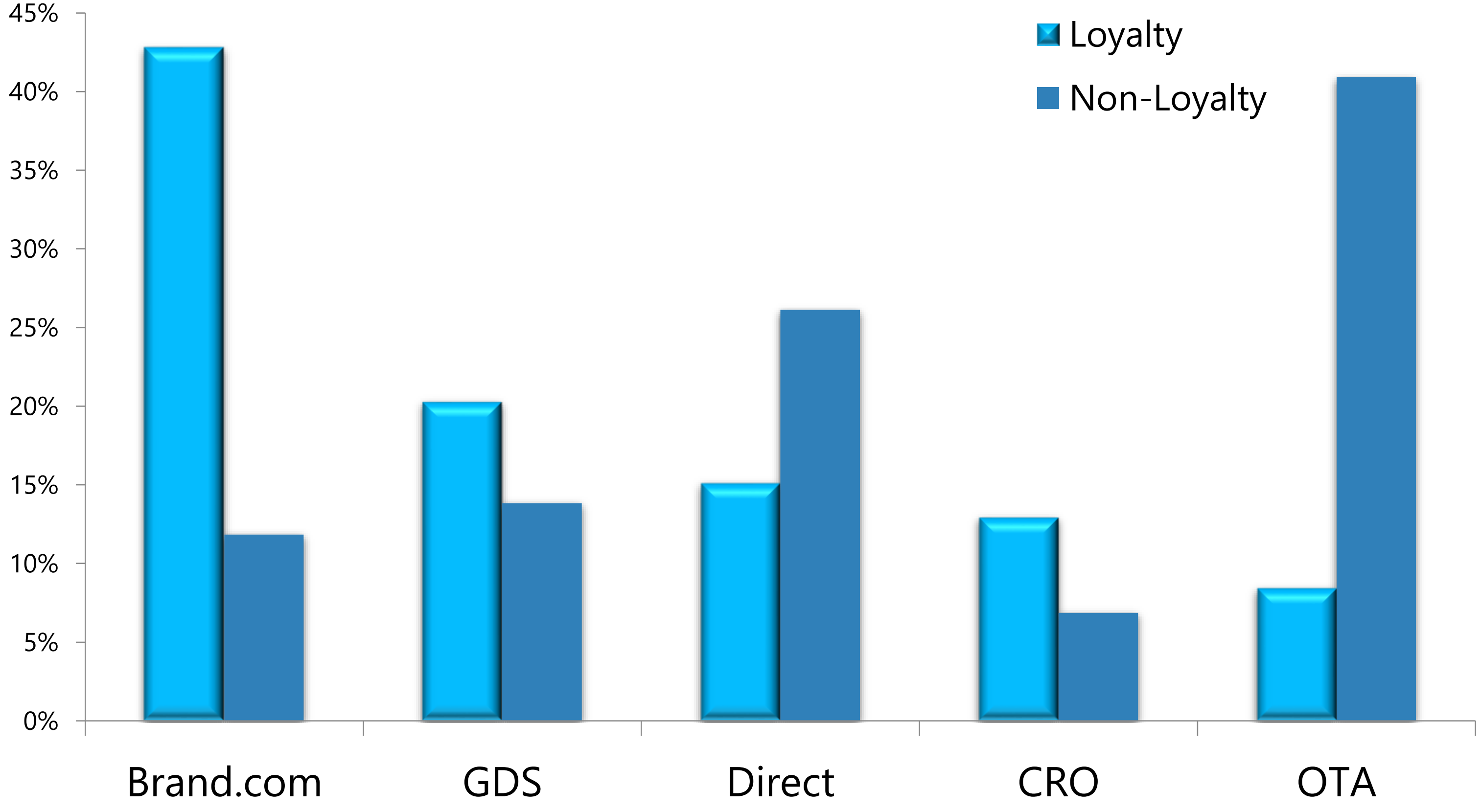
CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2017 Q4

Loyalty vs. Non-Loyalty Performance
% of Transient Room Nights



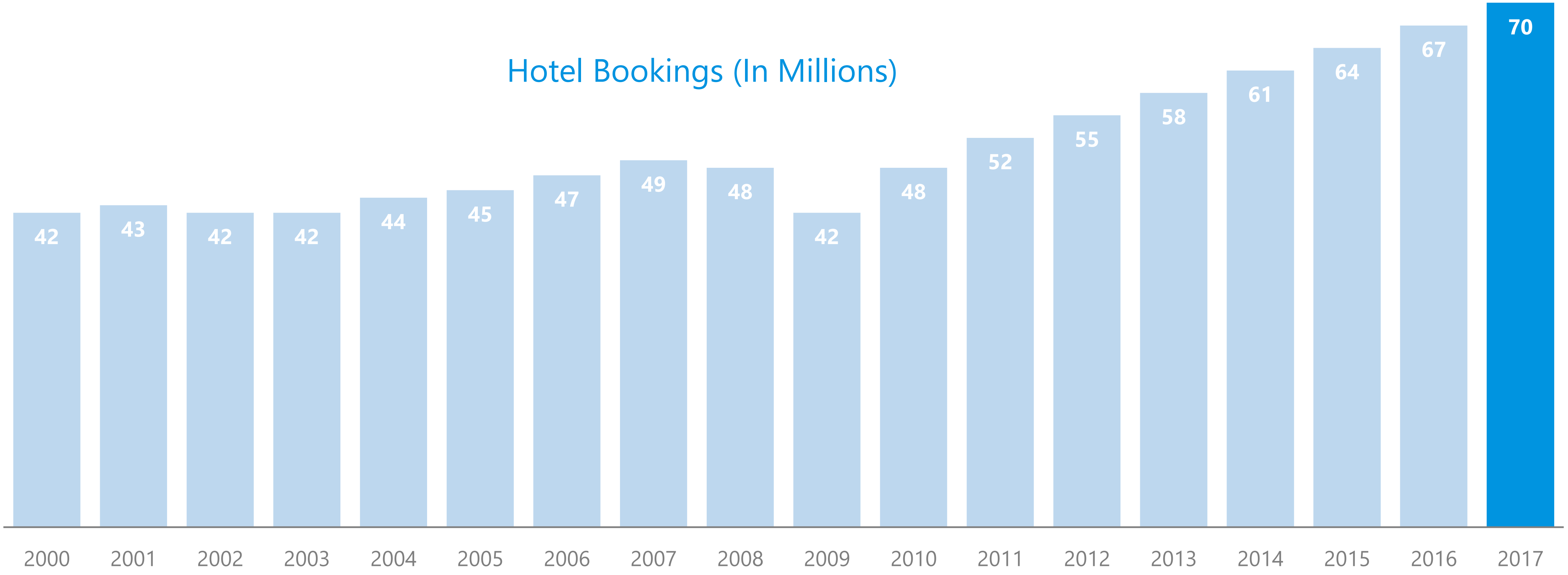


TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

GDS – Year over Year Performance



Source: TravelClick Agency360. Q4 2017.

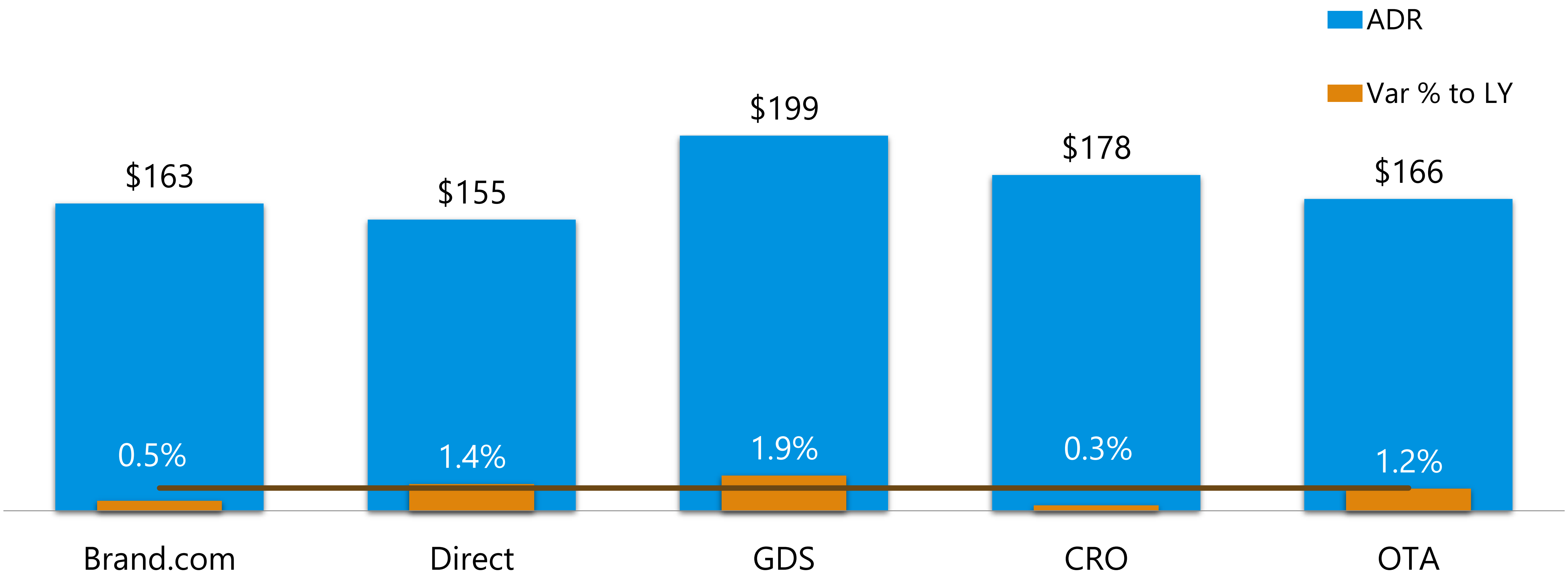
TravelClick®

HUNTER HOTEL CONFERENCE

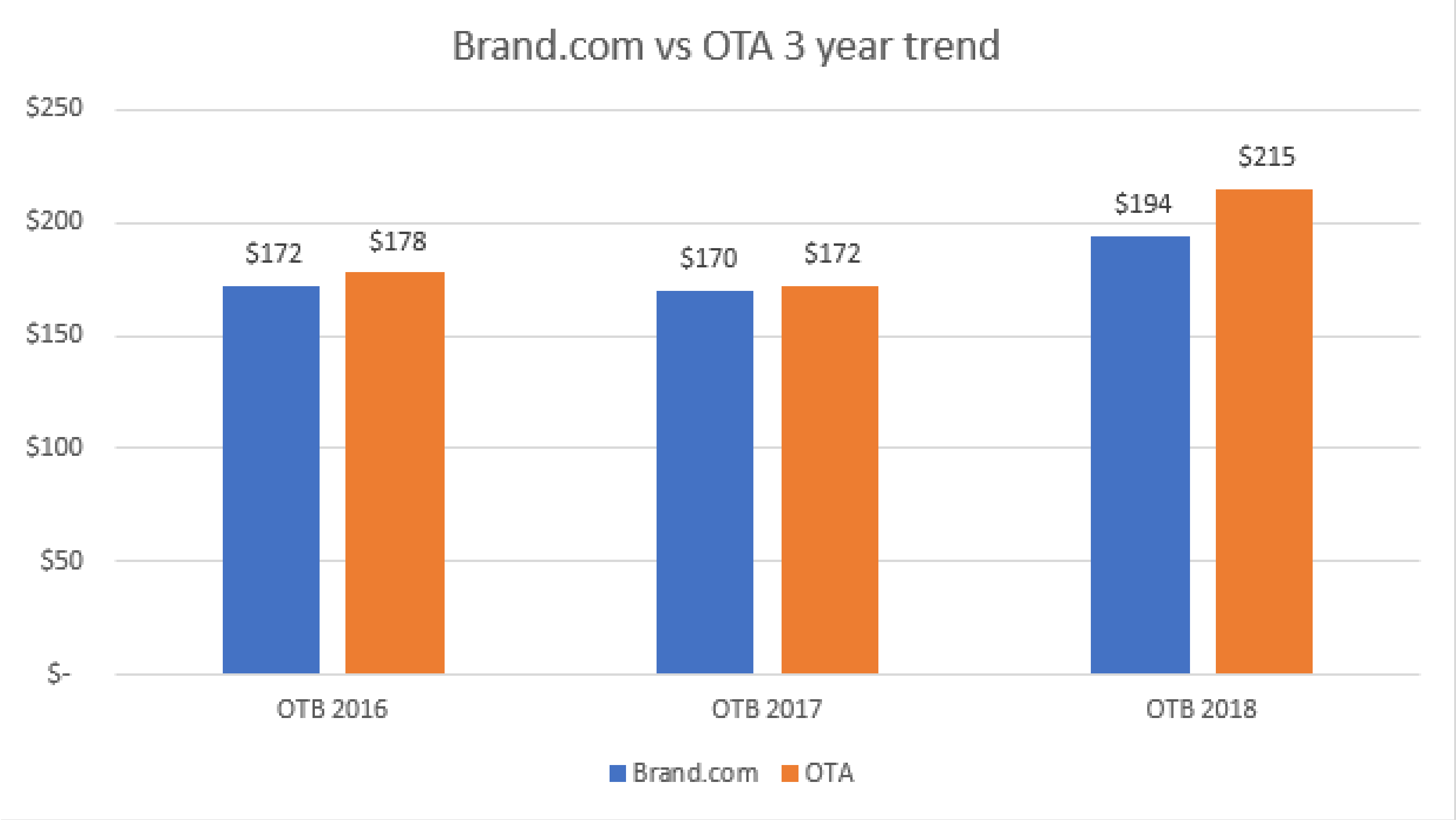
CELEBRATING 30 YEARS

2017 Q4

Channel Performance – Transient Average Daily Rate



TravelClick®

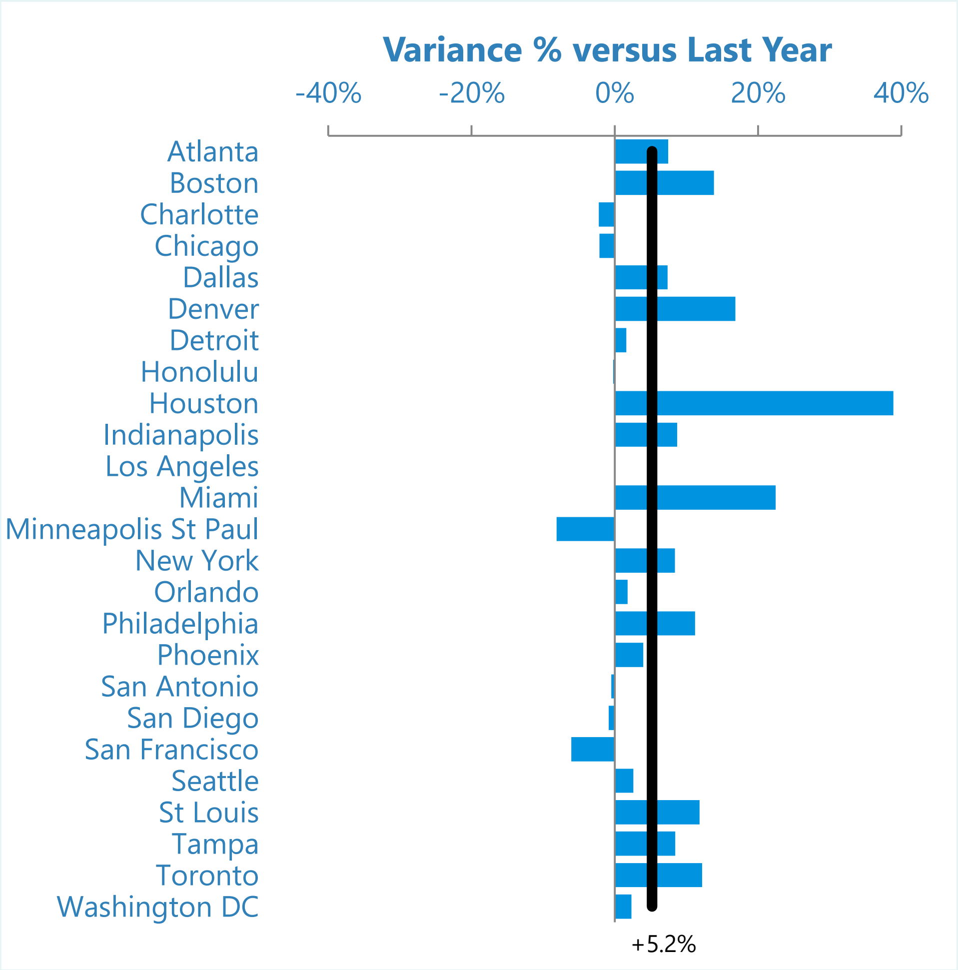

Brand.com vs OTA 3 year trend
$250
$200
$150
$100
$50
$-
$172
$178
$170
$172
$194
$215
OTB 2016
OTB 2017
OTB 2018
Brand.com
OTA

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2017 Q4

Group Occupancy



As Of:
March 1, 2018

Scope:
Occupancy (Group Sold)

Legend:

Group Block
Variance – All Markets

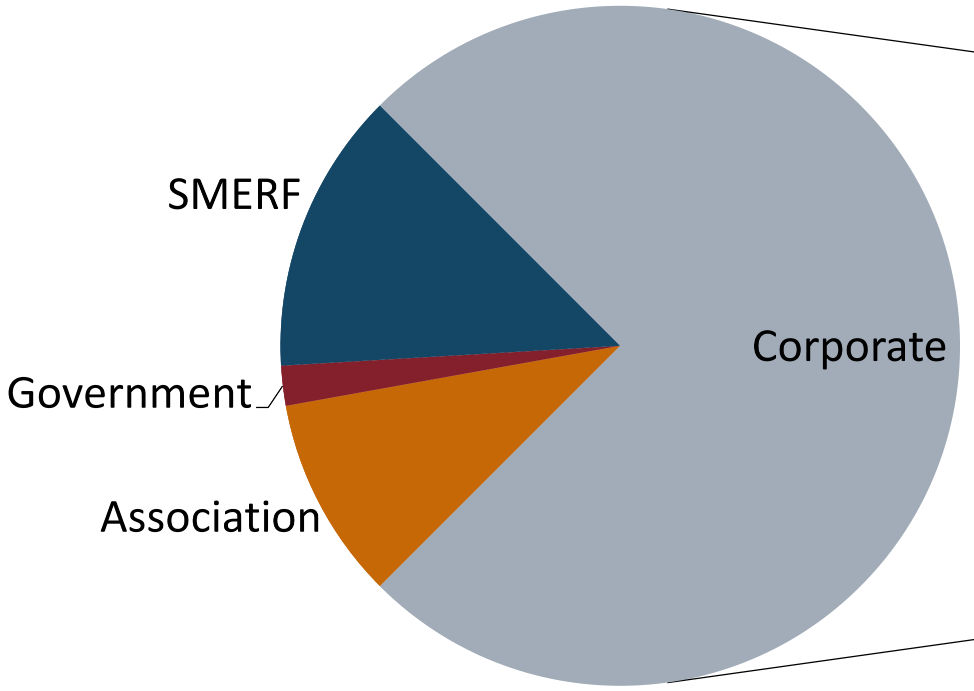
TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2017 Q4 Segment Mix for Top 25 Markets

Group Segmentation



Top 10 Corporate Sub Segments	2016 Q4	2017 Q4	Change
Training/Education	6.94%	7.68%	0.74%
Technology	6.98%	7.45%	0.47%
HealthCare	7.14%	7.23%	0.09%
Financial/Banking	6.47%	6.71%	0.24%
Manufacturing	5.31%	5.44%	0.13%
Pharmaceutical	3.93%	3.89%	-0.04%
Travel	2.90%	2.50%	-0.40%
Insurance	2.47%	2.73%	0.26%
Legal	2.52%	2.64%	0.12%
Consulting	2.43%	2.60%	0.17%
Top 10 Total	47.09%	48.87%	1.78%
Other Corp Sub Segments	52.92%	51.15%	-1.77%

	2016 Q4	2017 Q4	Change
Corporate	65.38%	66.66%	1.28%
Association	13.92%	12.89%	(1.03%)
Government	2.45%	2.53%	0.08%
SMERF	18.25%	17.91%	(0.34%)

As Of:
March 14, 2018

Scope:
Segmentation of Top 25 Markets

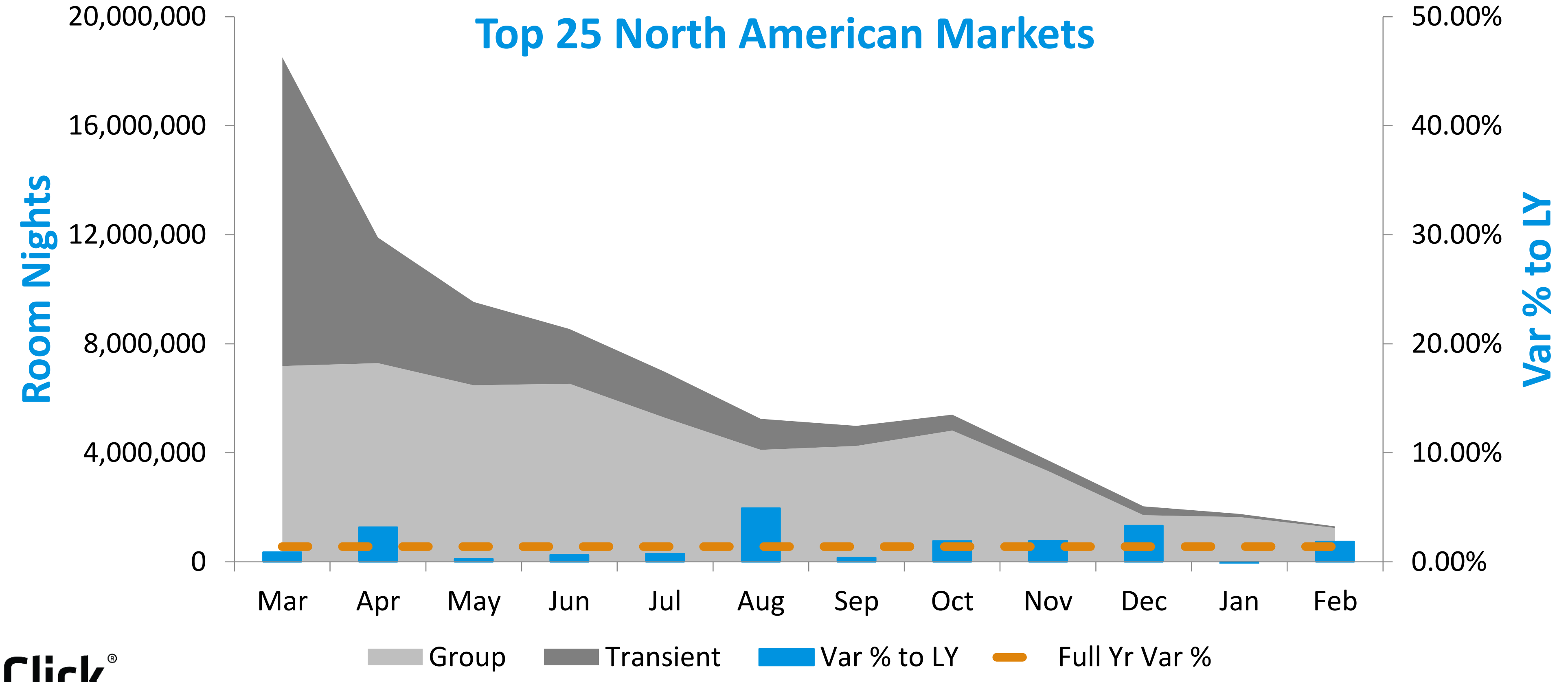
Top 10 Corporate Sub Segments

TravelClick®

Source: Knowland

2018

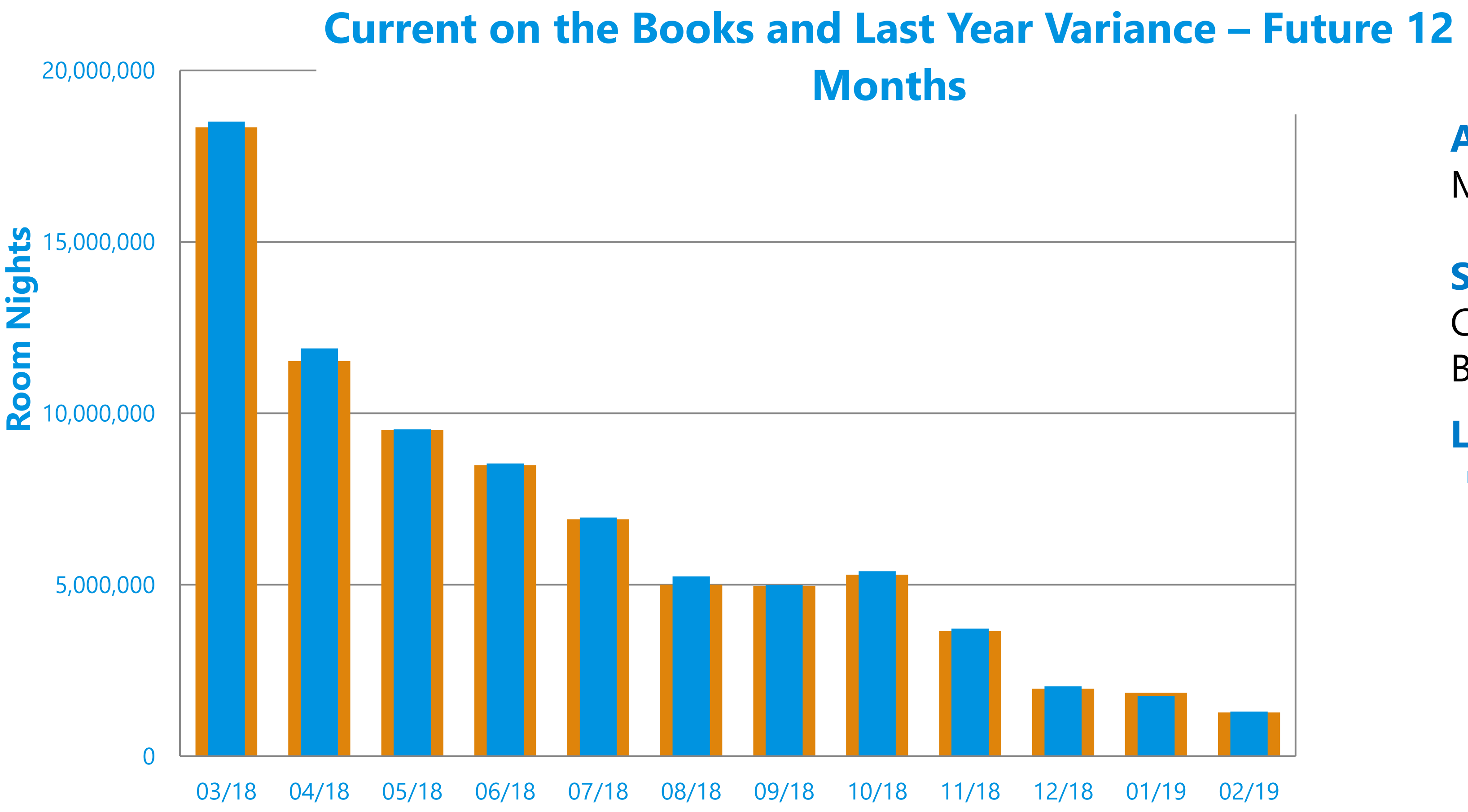
Nationally, business on the books for the coming 12 months is up 1.4% over same time last year



CELEBRATING 30 YEARS

HUNTER | HOTEL CONFERENCE

12 Month Outlook by Month



As Of:
March 1, 2018

Scope:
Committed Occupancy (Group Block + Transient Reserved)

Legend:
TY Room Night
LY Room Nights

TravelClick®

Group & Transient both show occupancy growth while still holding strong on rate

	Room Nights	ADR	
Group	+0.4% ↑	+1.3% ↑	
Transient Business	+1.4% ↑	+2.8% ↑	Negotiated, Retail
Transient Leisure	+4.7% ↑	+2.2% ↑	Discount, Qualified, Wholesale

Year over year variance % to same time last year for demand on the books for 2018 in top 25 North American markets

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

Group

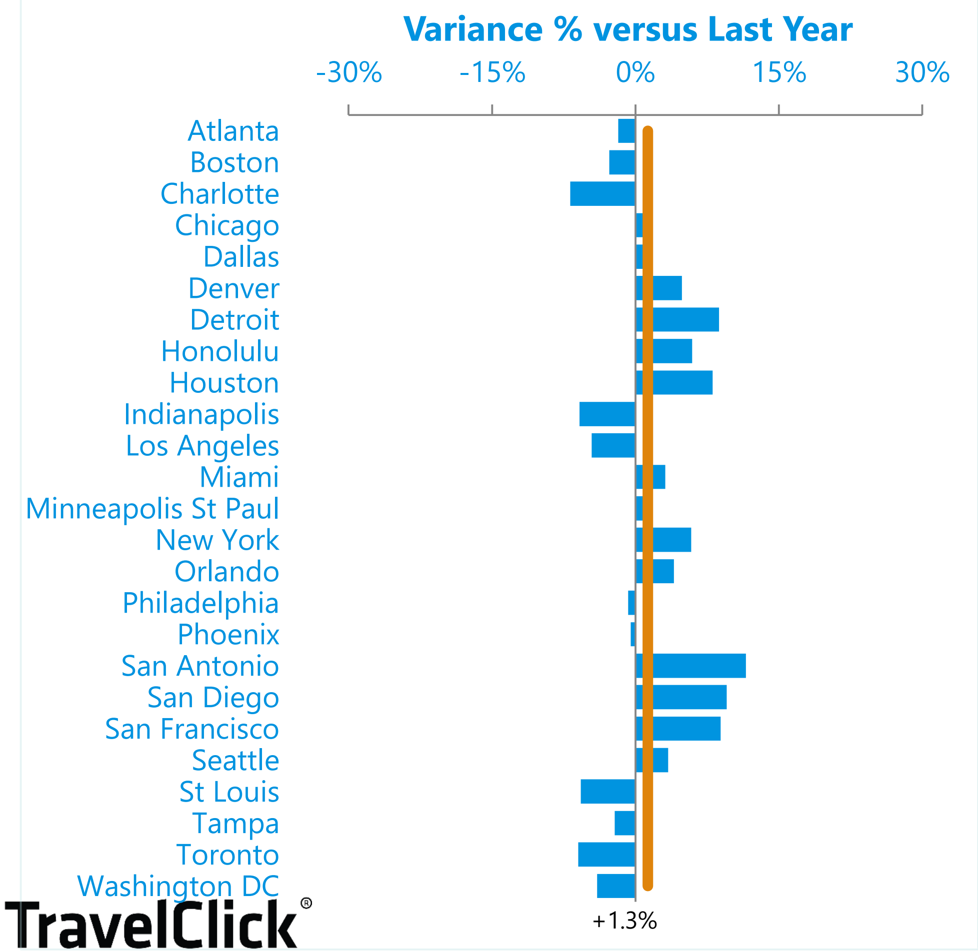
TravelClick®

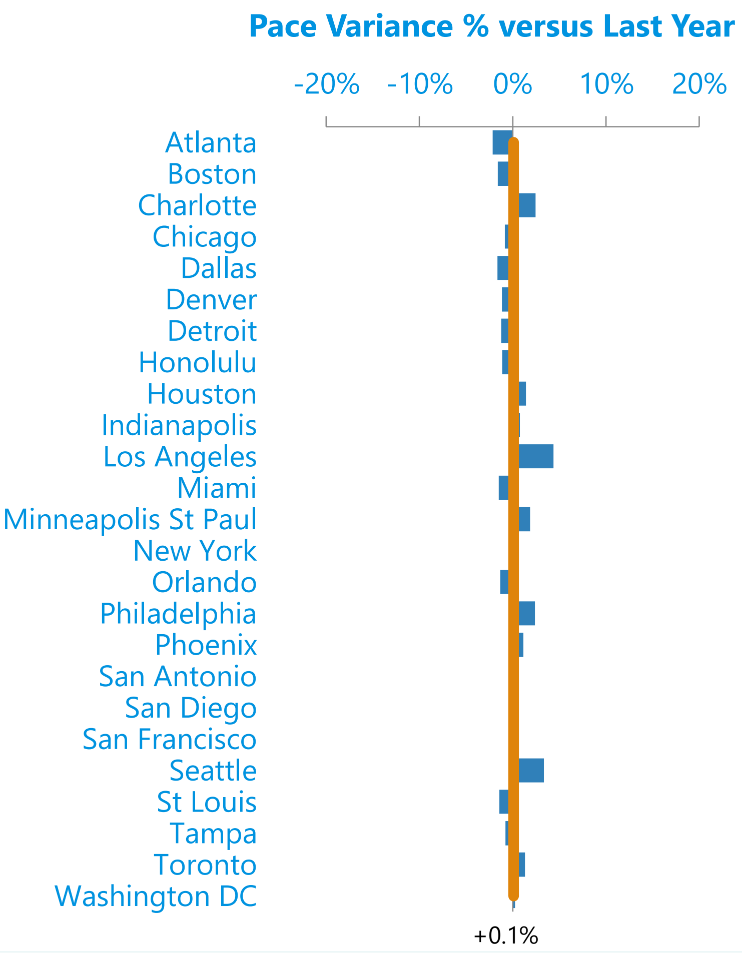
CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2018 Q2 - Q4

Group Occupancy Outlook





As Of:
March 1, 2018

Scope:
Occupancy (Group Block)

Legend:
- Group Block
- Variance – All Markets

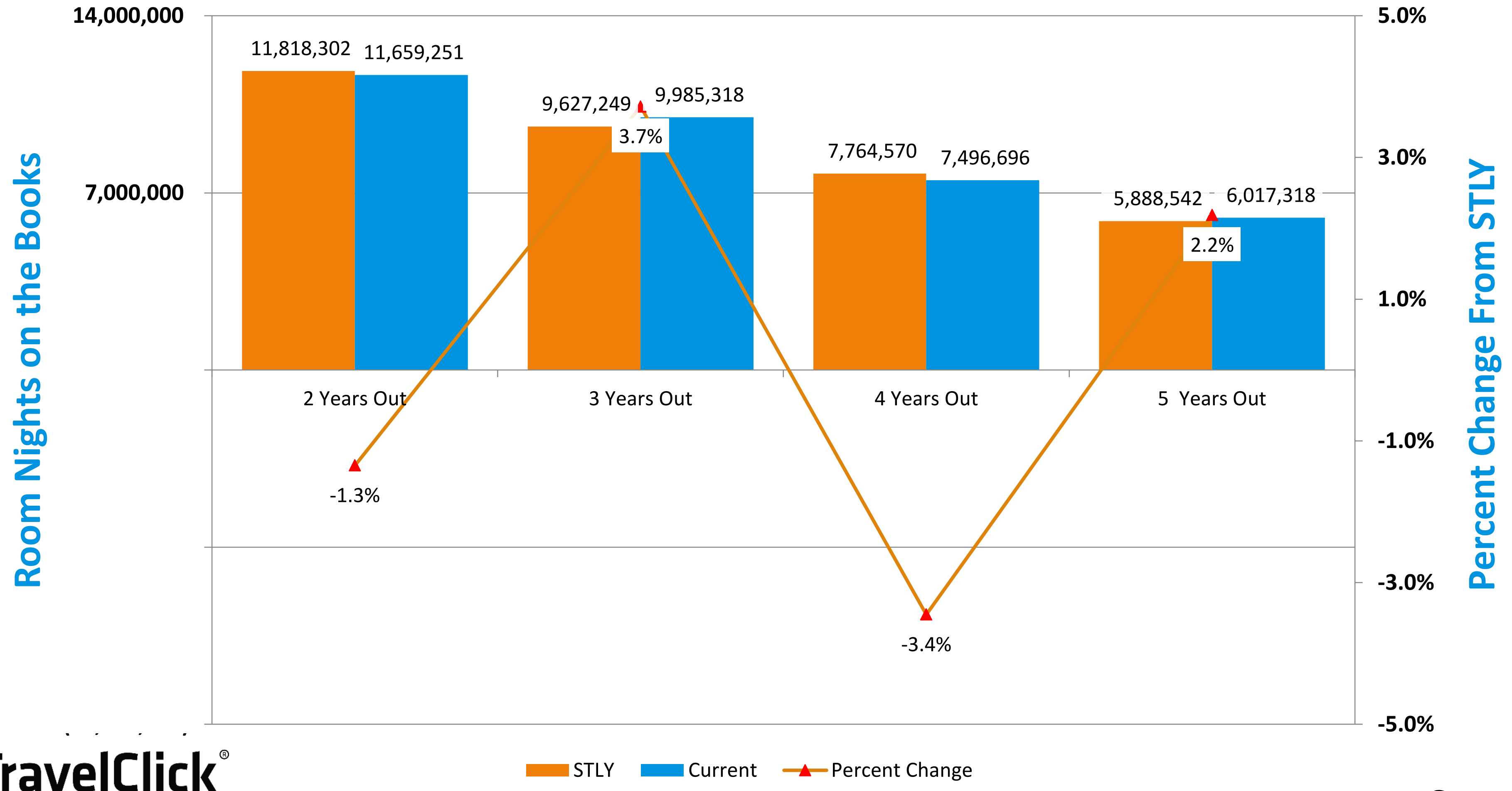
TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

Pace for the next 5 Years

Group Occupancy Outlook



As Of:
January 1, 2018

Scope:
Occupancy (Group Block)
Markets Included:
- Atlanta
- Charlotte
- Chicago
- Dallas
- Denver
- Hawaii
- Houston
- Indianapolis
- Los Angeles
- Miami
- Orlando
- Philadelphia
- Phoenix
- San Antonio
- San Francisco
- Seattle
- St. Louis
- Tampa
- Toronto
- Washington, DC

TravelClick®

Source: Knowland TAP Report

Transient

Transient Occupancy Outlook

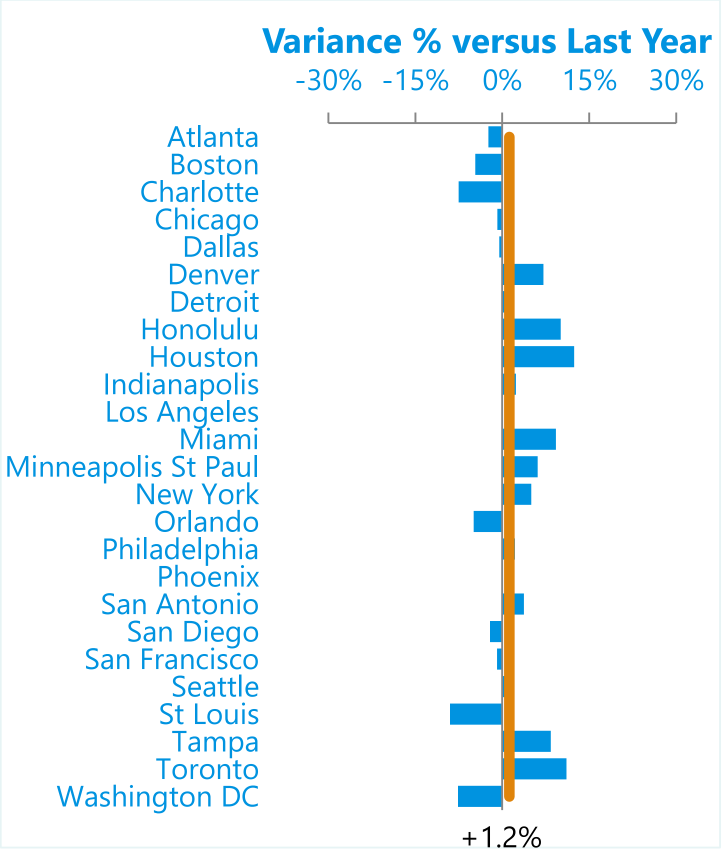
North America	2018 Q1 vs 2017 Q1		2018 Q2 Outlook*	
	OCC	ADR	OCC	ADR
Transient	**2.4%**	**1.2%**	**1.2%**	**2.0%**
Retail	5.8%	0.6%	0.5%	2.6%
Negotiated	-2.0%	1.2%	-1.4%	2.4%
Discount	-0.2%	0.9%	0.5%	1.8%
Qualified	8.2%	1.3%	8.0%	1.2%
Wholesale	8.1%	0.2%	-2.7%	1.5%

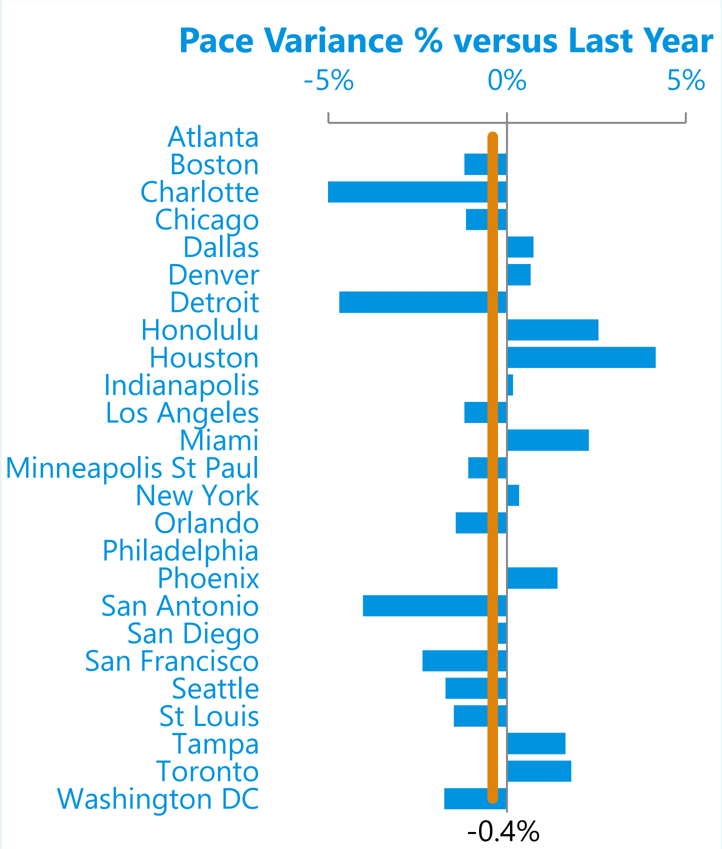
CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2018 Q2

Transient Occupancy Outlook





As Of:
March 1, 2018

Scope:
Occupancy
(Transient Reserved)

Legend:
- Transient Reserved
- Variance – All Markets

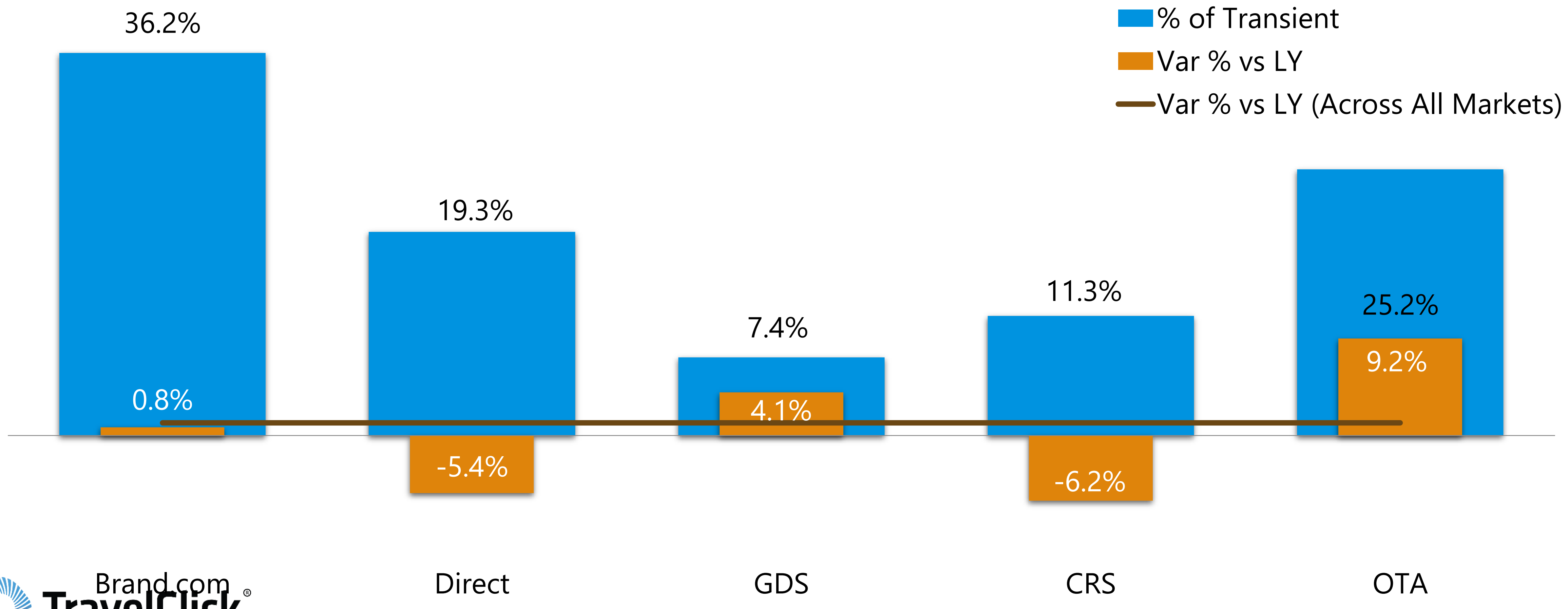
TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2018 Q2

Channel Performance – Transient Room Nights



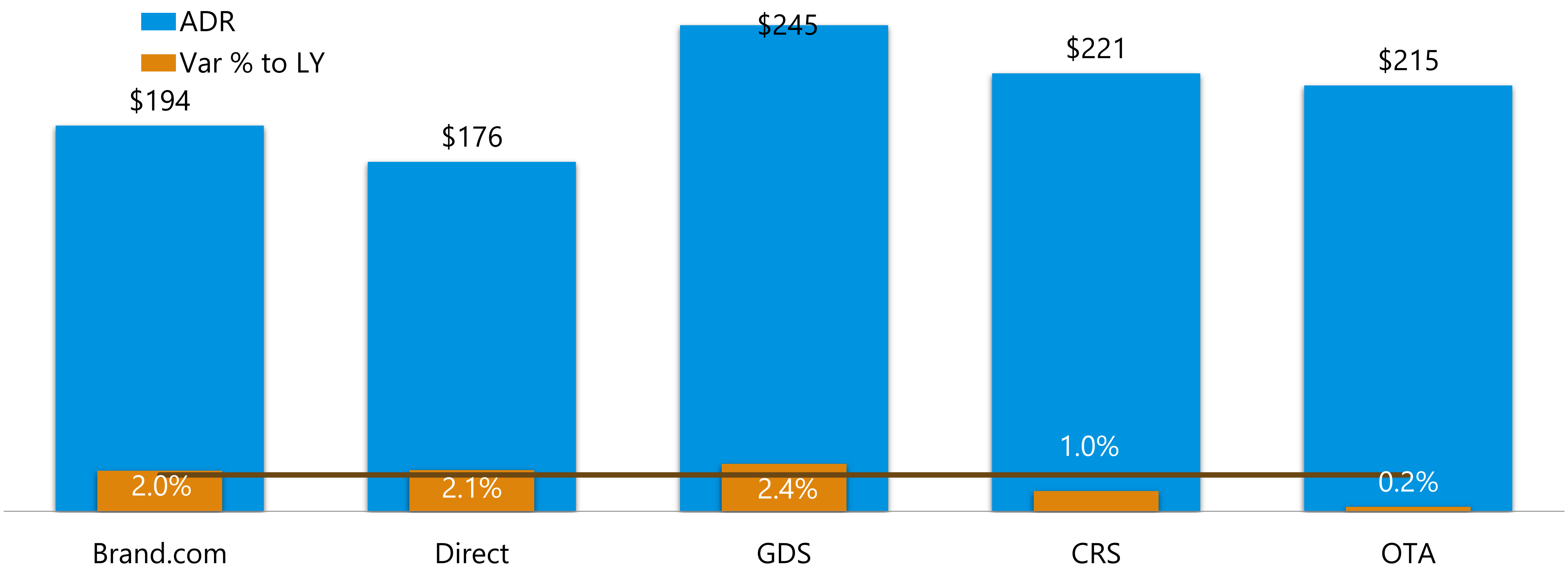
TravelClick®

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

2018 Q2

Channel Performance – Transient Average Daily Rate



TravelClick®

2018 Outlook

- The Knowland data indicates Corporate Group still growing. However, Individual Corporate Travel continues to decline.
  - How are your sales teams adjusting their strategy to drive this mid-week business?

- Looking out 4 years, the Knowland data shows convention business is strong, excluding 2021.
  - Larger big box hotels should monitor 2021 and consider a strategy to compensate for this potential gap.

- Although Brand.com continues to drive the majority of bookings, OTA growth YOY is significant.
  - The ADR gap between these two channels continues to widen, will it actualize? Don't lose focus on cost per channel

- Loyal guest bookings continue to grow.
  - They form the backbone of Brand.com's continued dominance in overall room night contribution

- Business on the books for 2018 is positive
  - RevPAR is up - 4.4%
  - Driven by a strong Occupancy base - 5.8%
    - (Business 4.3% and Leisure 7.0%)
  - ADR on the books is up 2% over last year

CELEBRATING 30 YEARS

HUNTER HOTEL CONFERENCE

Sara Duggan
March 23, 2018

TravelClick®