

Customer Segmentation Asia Total & Singapore Market Demand 360

Maria Taylor

The following data comes from TravelClick Demand 360 platform

FOUNDING PARTNERS
15,000 HOTELS



BRANDS
6,000+ HOTELS

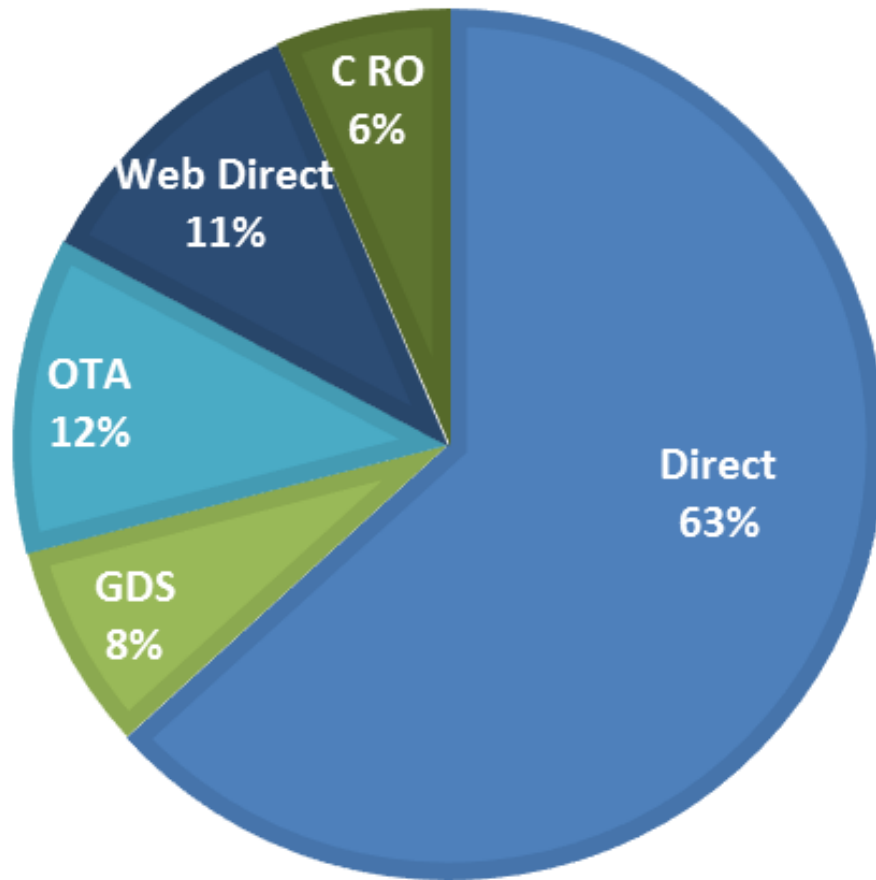


INDEPENDENTS + SMALL GROUPS
200+ HOTELS

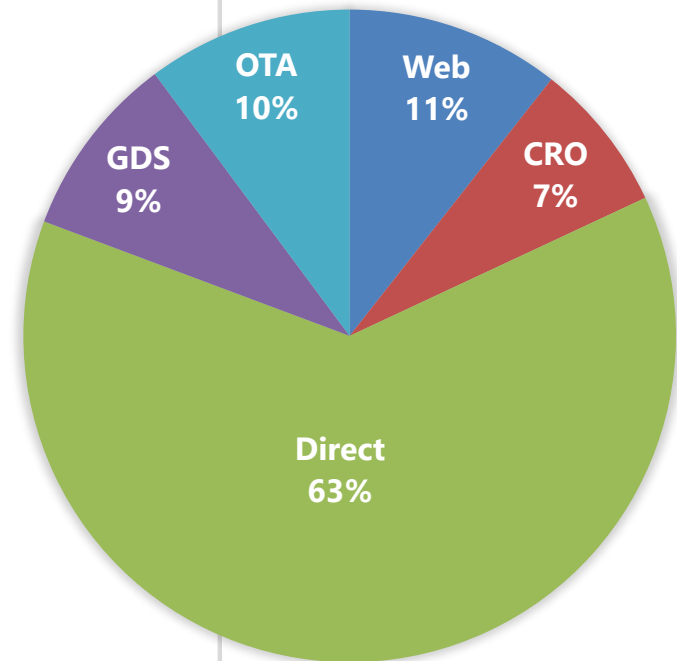


We continue to grow our partners, from our initial participants to brands and independent properties, today we offer 20,000+ hotels in 145 countries

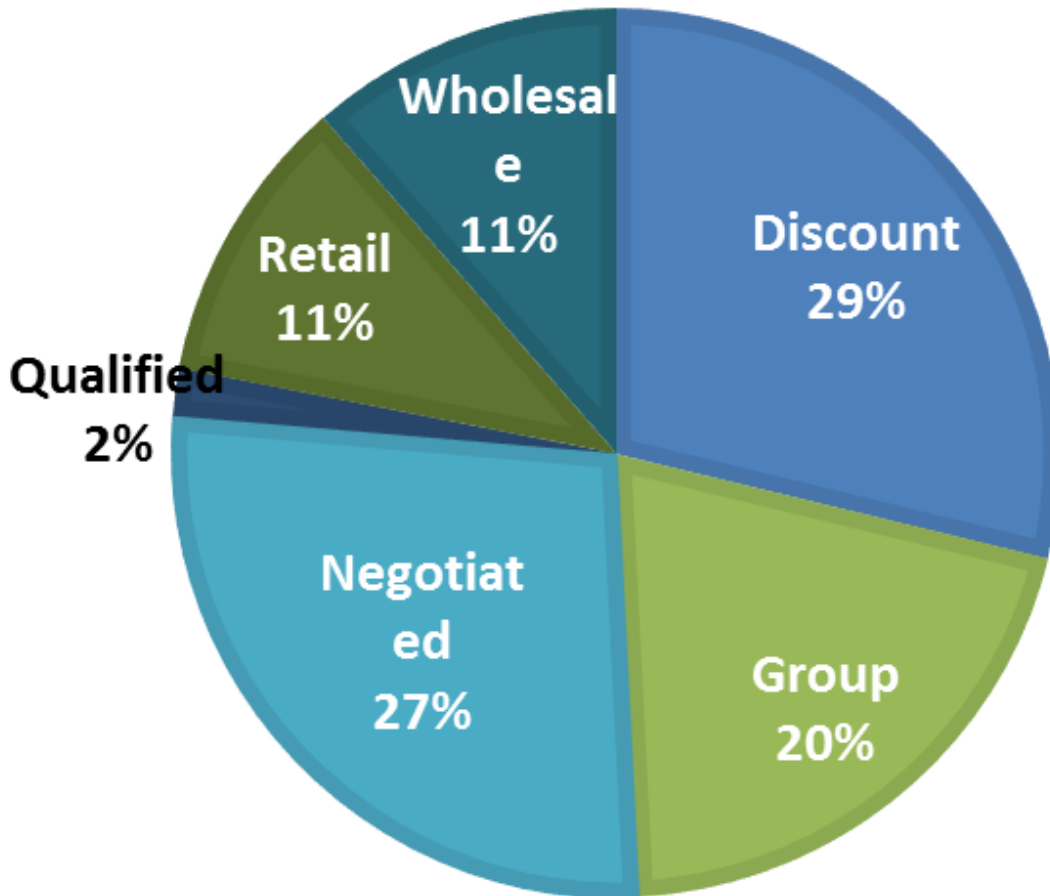
Q1 2017



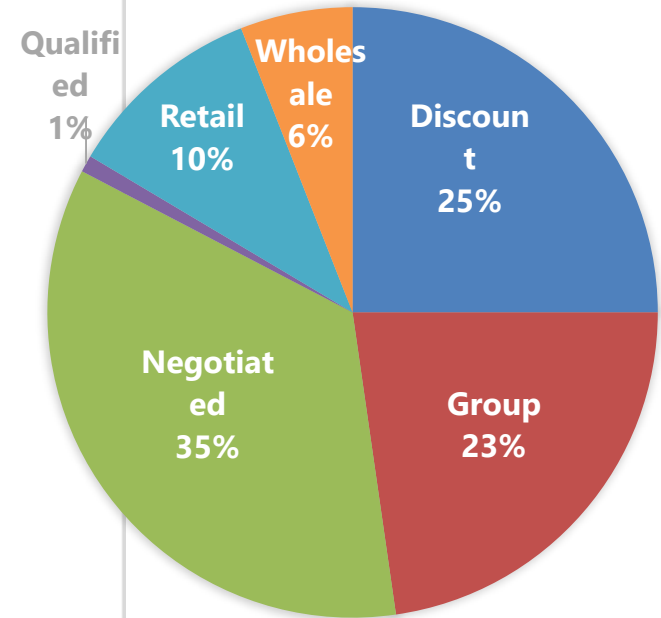
Q4 2016



Q1 2017

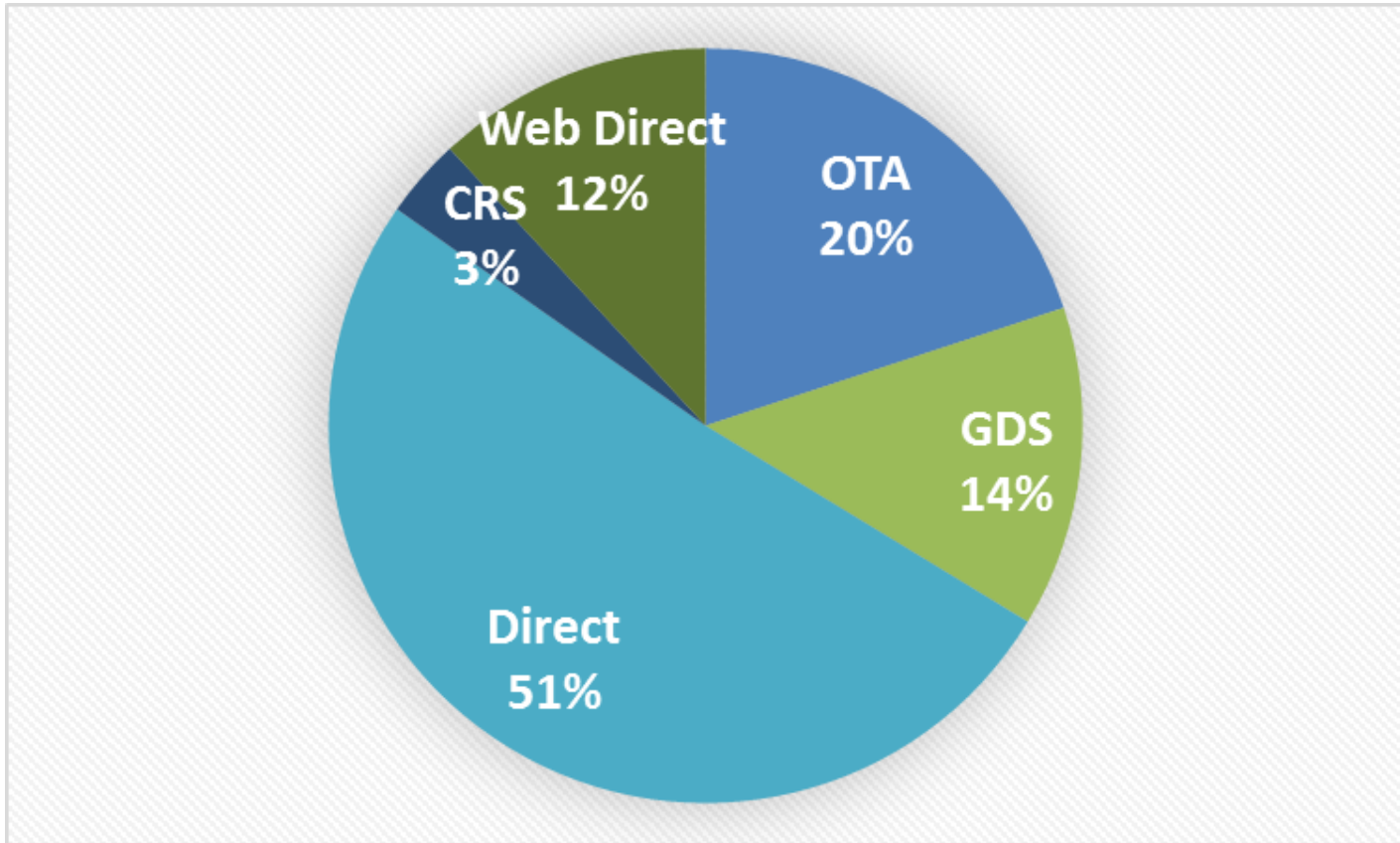


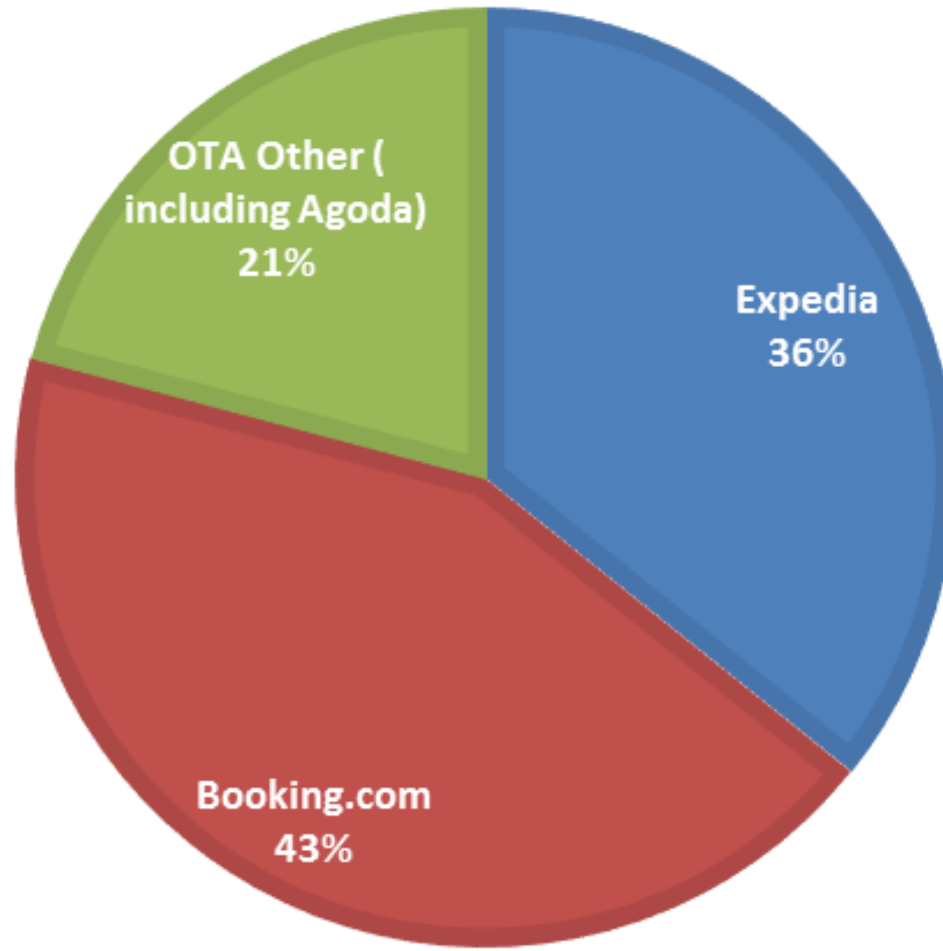
Q4 2016



Source: TravelClick Demand360. As of March 22, 2017

Deeper Dive Singapore Market Q1 2017

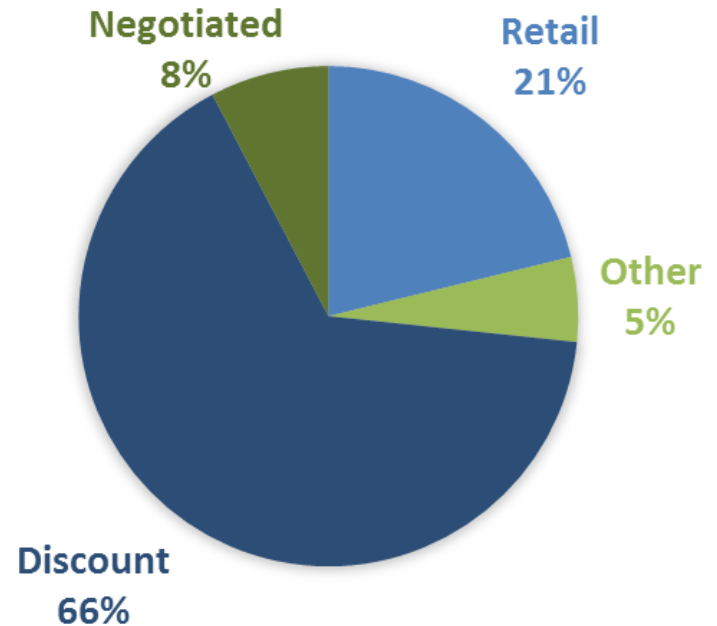




OTA Singapore



Brand Web Singapore

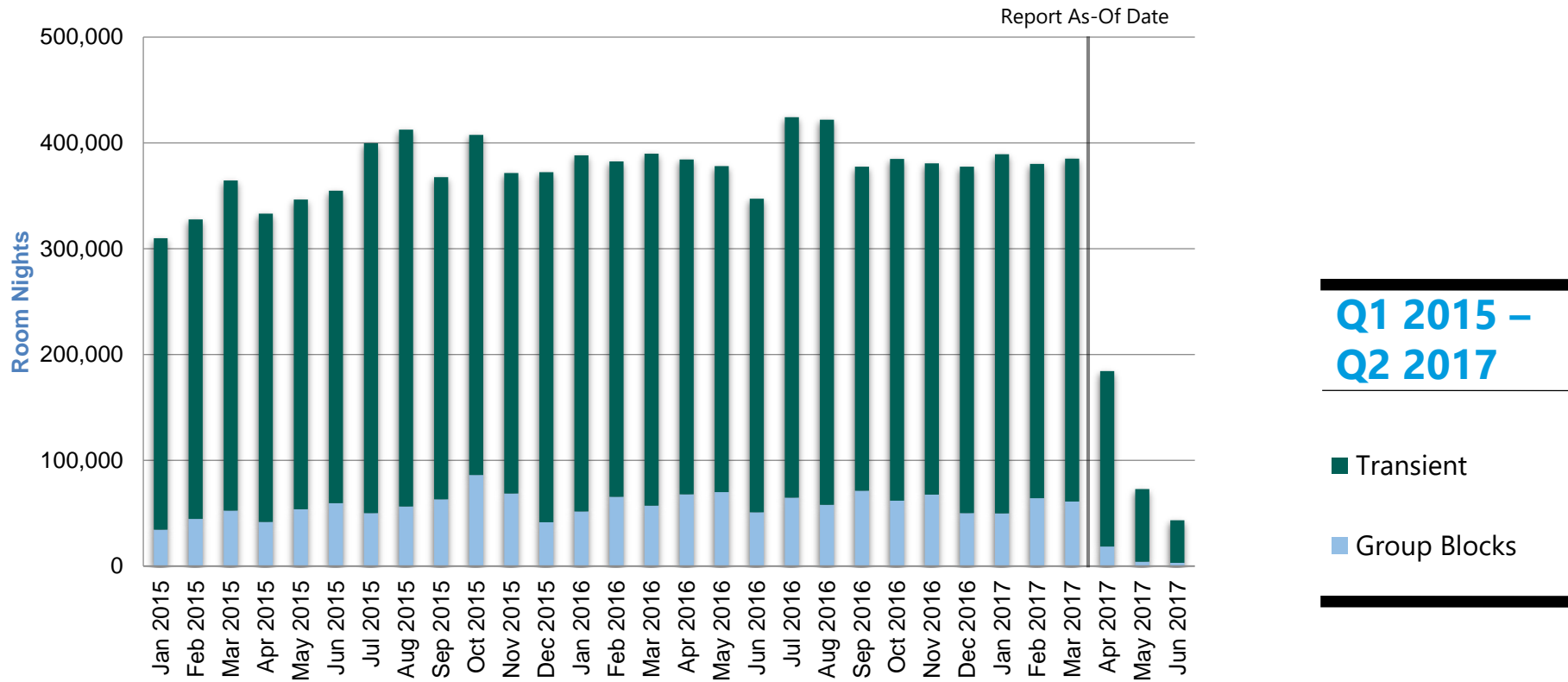


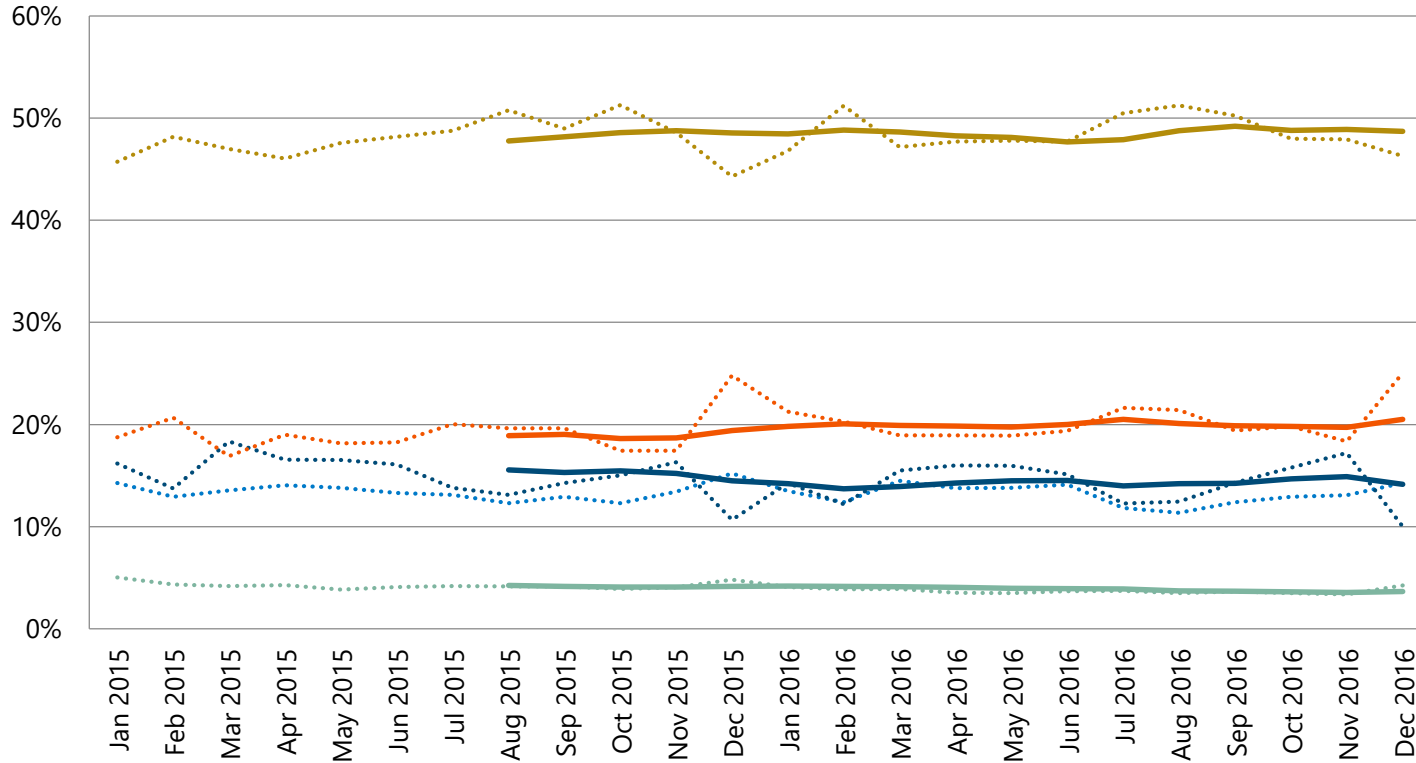
GDS - Current & Next 3 Months Pacing

Singapore

Total Bookings for the Singapore Market (Current Month and Next 3 Months) Revenue, Room Nights and ADR

	Apr 2017	May 2017	Jun 2017	Jul 2017
Revenue				
Revenue	15,314,312	6,253,012	1,568,761	826,385
Year Ago	19,674,941	7,367,611	1,565,382	733,174
Growth	(22.2%)	(15.1%)	0.2%	12.7%
Room Nights				
Room Nights	72,929	28,628	6,657	2,734
Year Ago	86,976	32,730	6,385	2,439
Growth	(16.2%)	(12.5%)	4.3%	12.1%
ADR				
ADR	210	218	236	302
Year Ago	226	225	245	301
Growth	(7.2%)	(3.0%)	(3.9%)	0.6%

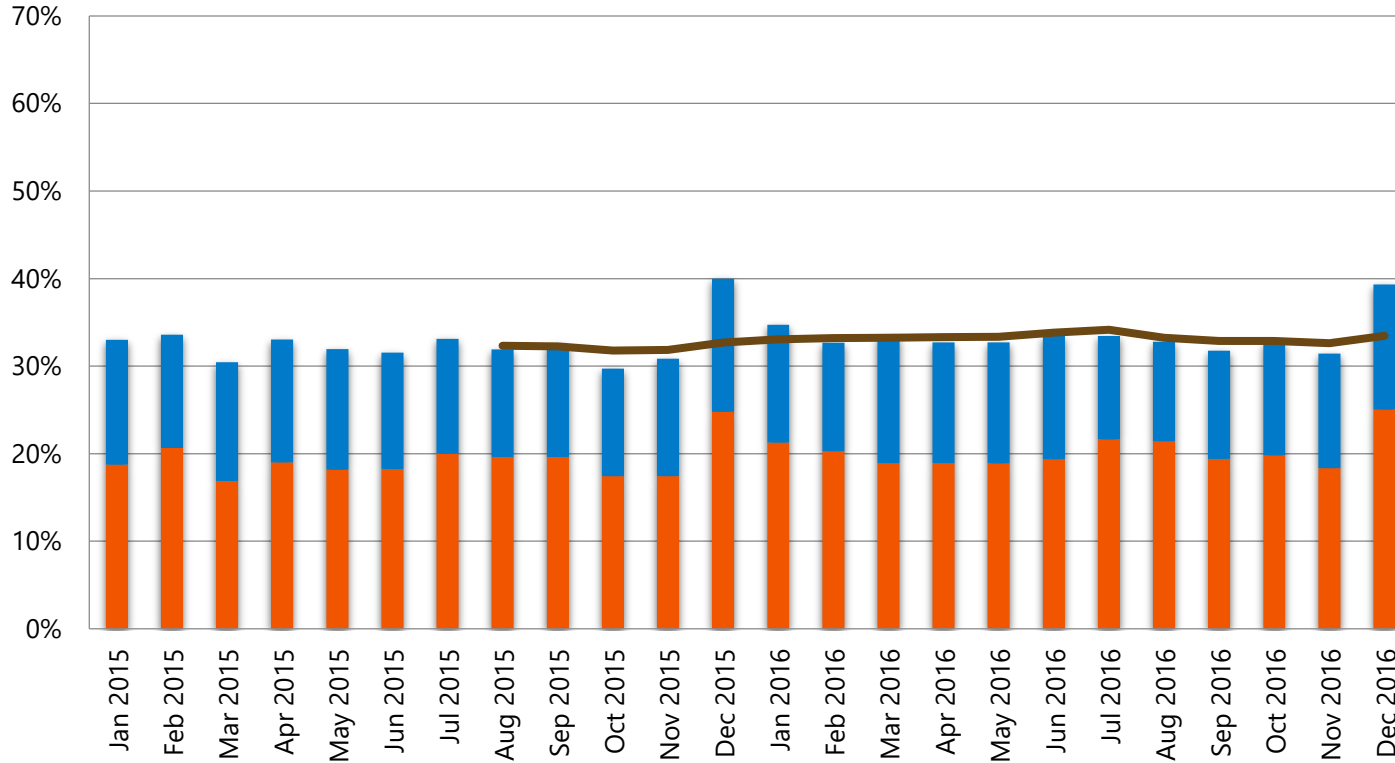




**Q1 2015 –
Q4 2016**

- Brand.com
- CRS
- Direct
- GDS
- OTA

*Trendlines are based on an eight-month moving average



**Q1 2015 –
Q4 2016**

■ Brand.com

■ OTA

*Trendlines are based on an eight-month moving average

Singapore	
Group	
Transient	
Retail	
Negotiated	
Discount	
Qualified	
Wholesale	

2017 Q2 Outlook*	
OCC	
	-5.8%
	5.6%
	-0.6%
	-15.8%
	12.9%
	3.2%
	18.1%

