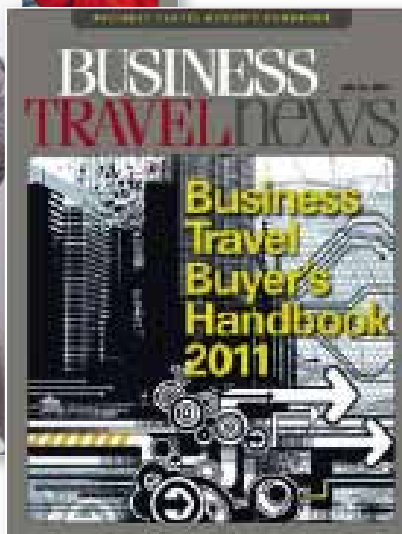


# **BusinessTravelNews**

The Business Travel News mission is to provide business travel management professionals in multinational, large, midsize and small corporations in North America with news, analysis, research and features to help them better evaluate, select and purchase travel for their companies.

News Monthly

**PUBLISHED | 18x Annually**  
**CIRCULATION | 44,000 subscribers**



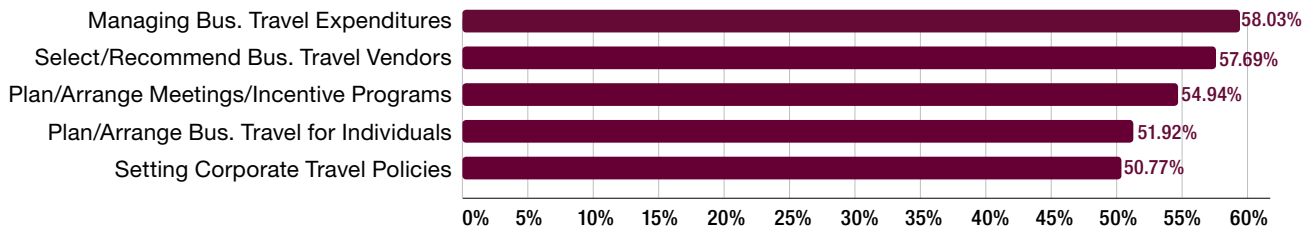
Research and Reference issues

## BusinessTravelNews

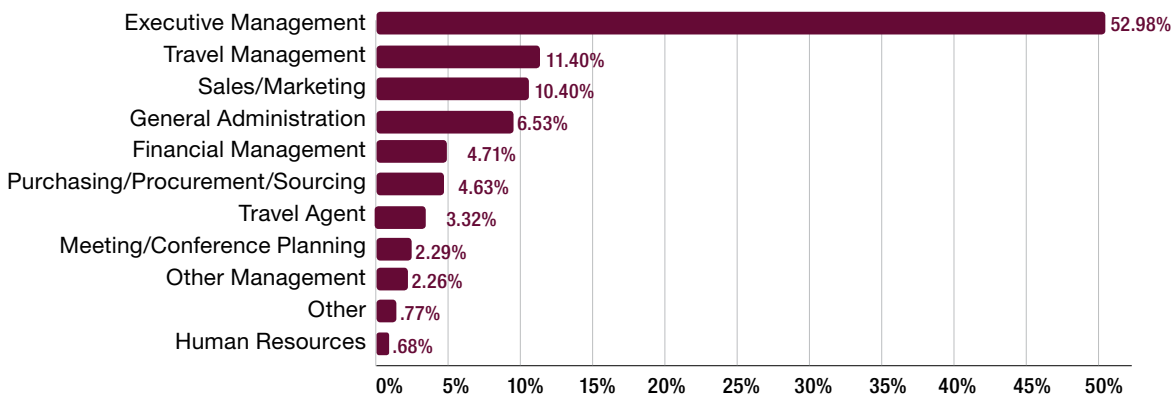
Managing business travel has become more complex in recent years and maximizing travel productivity and managing costs has become more important to a company's success. It is no longer the responsibility of a single department or title. Buyers and managers of business travel have different titles, different corporate responsibilities, and different information needs based on their area of corporate responsibility. This makes it difficult for marketers of business travel to identify and reach individuals responsible for the management of corporate travel expenditures, selection of preferred vendor agreements, and other cost control options.

*Business Travel News* has identified and qualified the **most comprehensive database** available of senior level executives who are responsible for purchasing, managing, or recommending business travel.

### BUSINESS TRAVEL INVOLVEMENT



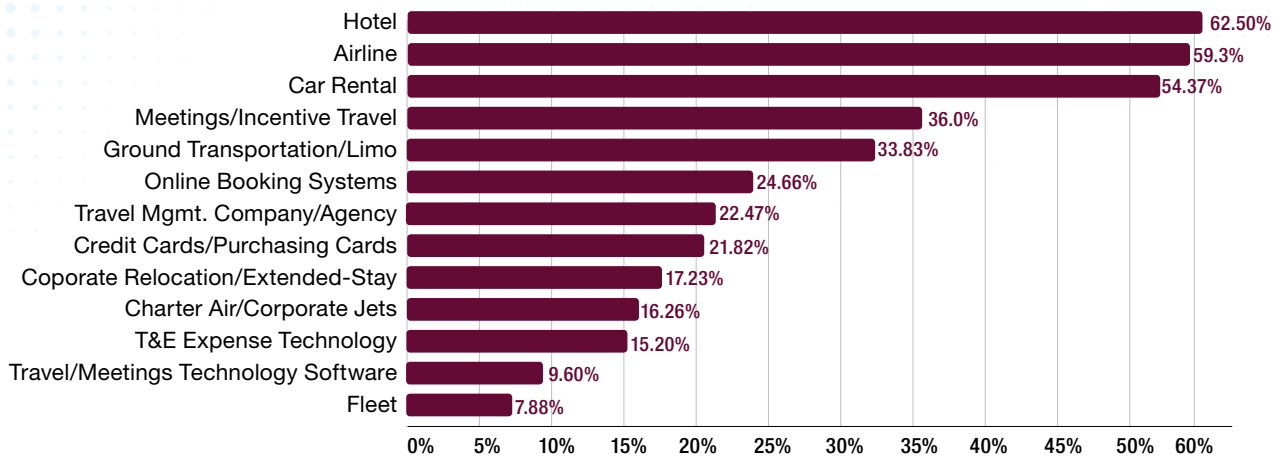
### SUBSCRIBERS BY JOB TITLE



**BTN READERS ARE RESPONSIBLE FOR \$234 BILLION OF THE \$264.7 BILLION CORPORATE TRAVEL MARKET**



## TRAVEL SERVICES PURCHASED



BUSINESS INDUSTRY	PERCENT
Travel Mgmt. Co/Agency/Consortium	12.99
Other Manufacturing	10.73
Wholesale/Retail/Distribution (non travel)	10.07
Education/ Medical/Heathcare	8.90
Publishing/Advertising/PR/Marketing	8.25
Professional Services	6.47
Trade/Non-Profit Organization	5.96
Banking/Finance/Real Estate	5.49
Electronics/Computers/Communication	4.88
Hotel/Airline/Ground Transportation	3.68
Construction/Engineering/Utilities	3.27
Meeting & Convention Planning/Trade-Show Production	3.17
Other	2.72
Government	2.61
Agriculture/Forestry/Fisheries/Mining/Chemical/Petroleum	2.58
Diversified Company	2.32
Insurance	2.11
Independent Mtg. or Convention Planning	1.53
Automotive	0.94
Transportation	0.78
Mfr. of Medical/Pharmaceutical/Surgical	0.48



The mission of *Travel Procurement* magazine is to address the news and information needs of travel procurement professionals by providing trends, case studies, market intelligence, analysis and benchmarks that procurement experts need to source, procure, fulfill, measure, evaluate and report.

For business travel suppliers it provides a unique communication and marketing vehicle to reach a targeted and influential segment of business travel buyers and managers.

**PUBLISHED | Quarterly**  
**CIRCULATION | 13,000 qualified subscribers**



### INDICATORS CORPORATE TRAVEL TRENDS & 2012 PRICE FORECAST

#### North America 2012 Travel Pricing Forecast

Expected Year-Over-Year Changes

Airfares	American Express	Carlson Wagonlit Travel	Adviso (BCD Travel)
Domestic/Short-Haul			
Premium	+6.0%	-2.5%	+3.0%
Economy	+3.5%	+4.4%	+5.0%
International/Long-Haul			
Premium	+4.0%	+4.2%	+5.0%
Economy	+2.0%	+6.7%	+5.0%
Hotel	+4.5% (mid-range)	+4.0% (Jan-June)	+5.5%
	+3.5% (upper range)	+4.1% (July-Dec.)	
Car Rental	-0.5%	-1.9%	+5.0%

**2012 Market-Specific Airfare And Hotel Rate Forecast**

Projected Year-Over-Year Changes

City	Airfare	Hotel
Atlanta	+7%	+1%
Boston	+1%	+3%
Chicago	+3%	+3%
Dallas	+5%	+5%
Denver	+5%	+2%
Houston	+3%	+6%
Los Angeles	+1%	+3%
New York	+3%	+7%
San Francisco	+5%	+5%
Toronto	+3%	+7%
Washington	+5%	+5%

**Average Air Ticket Price** +7% +1% +3% +5% +5% +2% +6% +3% +7% +5% +3%

**Average Daily Hotel Rate** +1% +3% +7% 0% +8% +1% +8% +4% +15% 0% +5% +5%

**Hotel Average Rates, Bookings Continue Recovery**

Year-Over-Year Increases For Worldwide Bookings Through Global Distribution Systems

### INDICATORS HOTELS

#### Average Cost Per Night, By Brand

January-September 2011

Marriott	\$175
Hilton	\$157
Shutterstock	\$155
Hyatt Regency	\$153
Courtyard by Marriott	\$132
Doubletree	\$132
Hilton Garden Inn	\$124
Hampton Inn	\$110
Holiday Inn	\$108
Fairfield Inn	\$103

#### U.S. Hotel Companies' Q3 Net Income

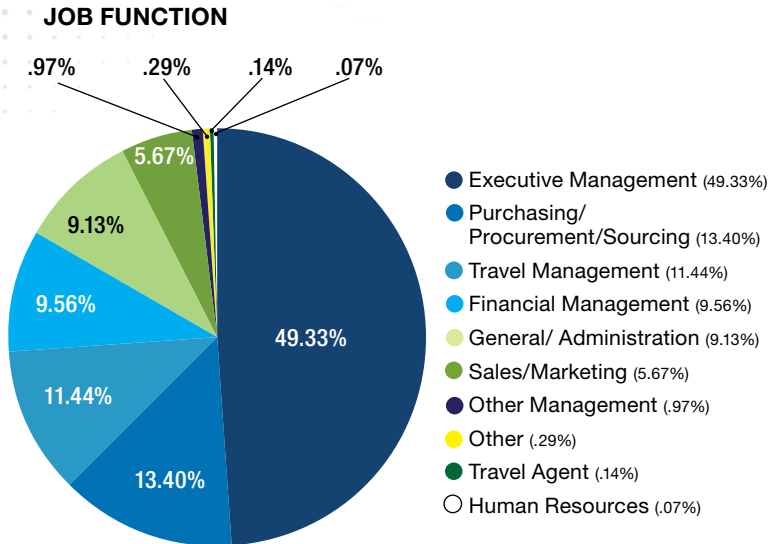
Company	Q3 2011 (in millions)	Q3 2010 (in millions)
Choice Hotels International	\$43	\$41
Hyatt Hotels Corp.	\$14	\$30
Marriott International	\$178	\$88
Starwood Hotels and Resorts	\$163	\$61
Wyndham Worldwide	\$175	\$156

#### Hotel Average Rates, Bookings Continue Recovery

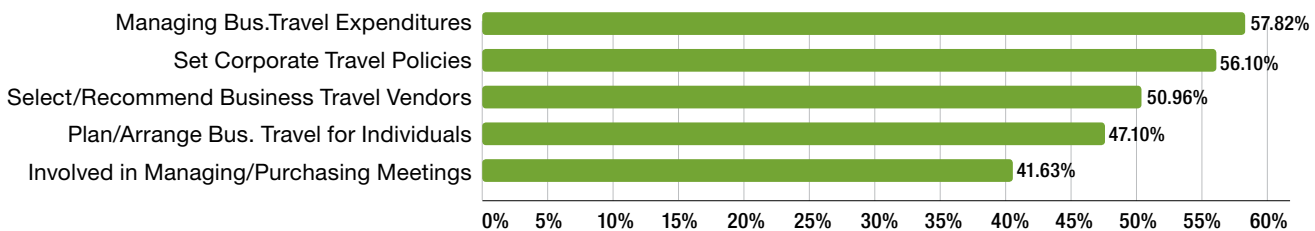
Year-Over-Year Increases For Worldwide Bookings Through Global Distribution Systems



BUSINESS INDUSTRY	PERCENT
Other Manufacturing	16.31
Wholesale/Retail/Distribution (Non-Travel)	8.55
Professional Services	8.04
Banking, Finance, Real Estate	7.72
Electronics/Computers/Communication	5.84
Publishing/Advertising/PR/Marketing	5.80
Medical/Healthcare	5.50
Education	5.04
Automotive	4.86
Construction/Engineering/Utilities	4.78
Travel Mgmt./Agency/Consortium	4.07
Diversified Company	3.86
Hotel/Airline/Ground Transportation	3.48
Government	2.90
Trade/Non-Profit Organization	2.78
Insurance	2.43
Transportation	2.43
Mfr. Medical/Pharmaceutical/Surgical	1.99
Agriculture, Forestry, Fisheries, Mining, Chemical	1.55
Meeting or Convention Planning	1.33
Other	0.73



## BUSINESS TRAVEL INVOLVEMENT



## TRAVEL SERVICES PURCHASED

