



## Hotel Online Traffic Report

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PREMIER HOTEL - MAY 2015

## 1. Market Opportunities











*These markets contribute to the top 50% of your hotel's third party search traffic, but do not contribute to the top 50% of your brand.com traffic.*

- Denver, CO, United States
- Philadelphia, PA, United States
- Birmingham, AL, United States
- Cincinnati, OH, United States
- Louisville, KY, United States
- Columbus, OH, United States
- Vancouver, BC, Canada

### 2. Trends by Top 25 Source Cities

	City (Metro Area)	Traffic		Booking	
		Brand.com (%Δ May vs Apr)	3 <sup>rd</sup> Party (%Δ May vs Apr)	Brand.com (%Δ May vs Apr)	3 <sup>rd</sup> Party (%Δ May vs Apr)
Top 50% of Total Volume on Brand.com	1 Atlanta	-0.59 ↓ 8.53% vs 9.12%	-3.07 ↓ 5.25% vs 6.32%	-0.34 ↓ 8.24% vs 8.76%	-1.51 ↓ 5.01% vs 6.52%
	2 New York	0.61 ↑ 8.04% vs 7.43%	-2.24 ↓ 4.19% vs 7.43%	0.58 ↑ 8.01% vs 7.43%	-2.89 ↓ 3.54% vs 6.43%
	3 Chicago	1.11 ↑ 6.23% vs 5.12%	3.13 ↑ 2.12% vs 1.99%	1.22 ↑ 6.44% vs 5.22%	-1.07 ↓ 1.42% vs 2.49%
	4 Los Angeles	1.11 ↑ 5.34% vs 4.23%	3.12 ↑ 7.24% vs 6.12%	1.30 ↑ 5.56% vs 4.26%	1.15 ↑ 5.32% vs 4.17%
	5 San Francisco	0.69 ↑ 5.01% vs 4.32%	1.01 ↑ 6.44% vs 6.43%	0.61 ↑ 5.43% vs 4.82%	0.86 ↑ 7.54% vs 6.68%
	6 Dallas	-0.44 ↓ 4.99% vs 5.43%	-1.10 ↓ 4.24% vs 5.34%	-0.59 ↓ 4.64% vs 5.23%	-0.91 ↓ 4.52% vs 5.43%
	7 Orlando	-0.90 ↓ 4.86% vs 5.76%	0.24 ↑ 6.45% vs 6.21%	-1.24 ↓ 4.42% vs 5.66%	-3.44 ↓ 3.42% vs 6.86%
	8 Toronto	0.43 ↑ 4.75% vs 4.32%	0.98 ↑ 7.43% vs 6.45%	-0.20 ↑ 4.32% vs 4.52%	0.95 ↑ 6.43% vs 5.48%
	9 Charlotte	0.79 ↑ 4.22% vs 3.43%	-0.90 ↓ 2.31% vs 3.21%	0.91 ↑ 4.04% vs 3.13%	0.93 ↑ 4.65% vs 3.73%
	10 Washington, D.C.	1.81 ↑ 4.03% vs 2.22%	0.97 ↑ 3.42% vs 2.45%	1.14 ↑ 3.76% vs 2.62%	0.30 ↑ 3.24% vs 2.94%
	11 Charlotte	-1.11 ↓ 3.45% vs 4.56%	-0.42 ↓ 1.23% vs 1.65%	-0.01 ↓ 4.45% vs 4.46%	-1.32 ↓ 2.31% vs 3.63%
	12 Vancouver	-2.22 ↓ 3.22% vs 5.44%	-0.29 ↓ 0.94% vs 1.23%	-2.48 ↓ 3.11% vs 5.59%	-1.92 ↓ 0.34% vs 2.26%
	13 Boston	0.24 ↑ 2.67% vs 2.43%	1.00 ↑ 3.45% vs 2.45%	0.27 ↑ 2.99% vs 2.72%	0.87 ↑ 3.15% vs 2.28%
	14 Philadelphia	-0.34 ↓ 2.55% vs 2.89%	1.98 ↑ 4.32% vs 2.34%	-0.69 ↓ 2.12% vs 2.81%	3.99 ↑ 6.32% vs 2.33%
	15 Tampa	-0.78 ↓ 2.44% vs 3.22%	-1.11 ↓ 3.21% vs 4.32%	-1.30 ↓ 2.02% vs 3.32%	-1.39 ↓ 2.43% vs 3.82%
	16 Minneapolis	0.49 ↑ 2.41% vs 1.92%	-1.00 ↓ 2.24% vs 3.24%	2.80 ↑ 4.32% vs 1.52%	-0.41 ↓ 3.21% vs 3.62%
	17 Detroit	1.08 ↑ 1.99% vs 0.91%	-1.11 ↓ 1.23% vs 2.34%	2.61 ↑ 3.54% vs 0.93%	-1.64 ↓ 1.12% vs 2.76%
	18 Denver	0.52 ↑ 1.73% vs 1.21%	-2.22 ↓ 6.54% vs 8.76%	-0.68 ↓ 1.03% vs 1.71%	-5.17 ↓ 2.54% vs 7.71%
	19 London	0.34 ↑ 1.66% vs 1.32%	0.78 ↑ 2.12% vs 1.34%	-1.19 ↓ 0.23% vs 1.42%	1.16 ↑ 2.72% vs 1.56%
	20 Montreal	-0.71 ↓ 1.51% vs 2.22%	-1.45 ↓ 0.32% vs 1.65%	-0.97 ↓ 1.32% vs 2.29%	-0.75 ↓ 0.52% vs 1.27%
	21 New Orleans	0.27 ↑ 1.36% vs 1.09%	0.57 ↑ 0.89% vs 0.32%	-0.05 ↓ 1.24% vs 1.29%	0.08 ↑ 0.39% vs 0.31%
	22 Seattle	-0.16 ↓ 1.29% vs 1.45%	-0.02 ↓ 0.42% vs 0.44%	-0.43 ↓ 1.01% vs 1.44%	0.06 ↑ 0.48% vs 0.42%
	23 San Deigo	-0.55 ↓ 0.77% vs 1.32%	0.98 ↑ 1.21% vs 0.23%	0.10 ↑ 1.43% vs 1.33%	1.33 ↑ 1.91% vs 0.58%
	24 Phoenix	0.33 ↑ 0.66% vs 0.33%	-0.36 ↓ 1.09% vs 1.45%	-0.27 ↓ 0.26% vs 0.53%	0.36 ↑ 1.79% vs 1.43%
	25 Houston	0.28 ↑ 0.64% vs 0.36%	-0.11 ↓ 2.43% vs 2.54%	2.98 ↑ 3.24% vs 0.26%	0.01 ↑ 2.25% vs 2.24%
% of Total Volume		86.35%	80.73%	87.17%	76.57%

### 3. Trends by Top Source Countries

City (Metro Area)		Traffic		Booking	
		Brand.com (%Δ May vs Apr)	3 <sup>rd</sup> Party (%Δ May vs Apr)	Brand.com (%Δ May vs Apr)	3 <sup>rd</sup> Party (%Δ May vs Apr)
1	 United States	<b>-3.10</b> ↓ 78.53% vs 81.63%	<b>-1.08</b> ↓ 71.24% vs 72.32%	<b>-2.22</b> ↓ 80.15% vs 82.37%	<b>-3.09</b> ↓ 74.32% vs 77.41%
2	 Canada	<b>0.06</b> ↑ 2.04% vs 1.98%	<b>-0.76</b> ↓ 2.67% vs 3.43%	<b>2.44</b> ↑ 3.76% vs 1.32%	<b>-1.29</b> ↓ 1.14% vs 2.43%
3	 United Kingdom	<b>0.12</b> ↑ 1.23% vs 1.11%	<b>-0.34</b> ↓ 1.65% vs 1.99%	<b>-0.48</b> ↓ 0.84% vs 0.73%	<b>-0.20</b> ↓ 1.32% vs 1.52%
4	 Spain	<b>0.15</b> ↑ 0.99% vs 0.84%	<b>0.46</b> ↑ 0.64% vs 0.18%	<b>0.10</b> ↑ 1.14% vs 1.04%	<b>-0.34</b> ↓ 0.75% vs 1.09%
5	 Germany	<b>0.22</b> ↑ 0.95% vs 0.73%	<b>0.40</b> ↑ 0.83% vs 0.43%	<b>0.72</b> ↑ 1.78% vs 1.06%	<b>0.49</b> ↑ 0.92% vs 0.43%
6	 Brazil	<b>-0.33</b> ↓ 0.93% vs 1.26%	<b>-0.48</b> ↓ 0.91% vs 1.39%	<b>-0.46</b> ↓ 0.43% vs 0.89%	<b>-0.11</b> ↓ 0.53% vs 0.64%
7	 France	<b>-0.08</b> ↓ 0.89% vs 0.97%	<b>0.11</b> ↑ 0.32% vs 0.21%	<b>-0.26</b> ↓ 0.67% vs 0.93%	<b>0.18</b> ↑ 1.11% vs 0.93%
8	 Thailand	<b>0.18</b> ↑ 0.83% vs 0.65%	<b>0.03</b> ↑ 0.46% vs 0.43%	<b>0.22</b> ↑ 0.54% vs 0.32%	<b>-0.42</b> ↓ 0.43% vs 0.85%
9	 Italy	<b>-1.06</b> ↓ 0.83% vs 1.89%	<b>-0.20</b> ↓ 1.01% vs 1.21%	<b>0.19</b> ↑ 0.94% vs 0.75%	<b>0.52</b> ↓ 0.76% vs 0.24%
10	 Japan	<b>0.08</b> ↑ 0.81% vs 0.73%	<b>0.11</b> ↑ 0.56% vs 0.45%	<b>0.31</b> ↑ 0.74% vs 0.43%	<b>-0.63</b> ↓ 0.32% vs 0.95%
<b>% of Total Volume</b>		<b>88.03%</b>	<b>80.29%</b>	<b>90.99%</b>	<b>81.60%</b>