

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the the month of November, 2007

Traffic Distribution Analysis

39.34% of all visits to the online 'Travel' industry went to the top 10 websites for the month of November, 2007. 48.14% went to the top 20 websites and 69.19% went to the top 100 websites.

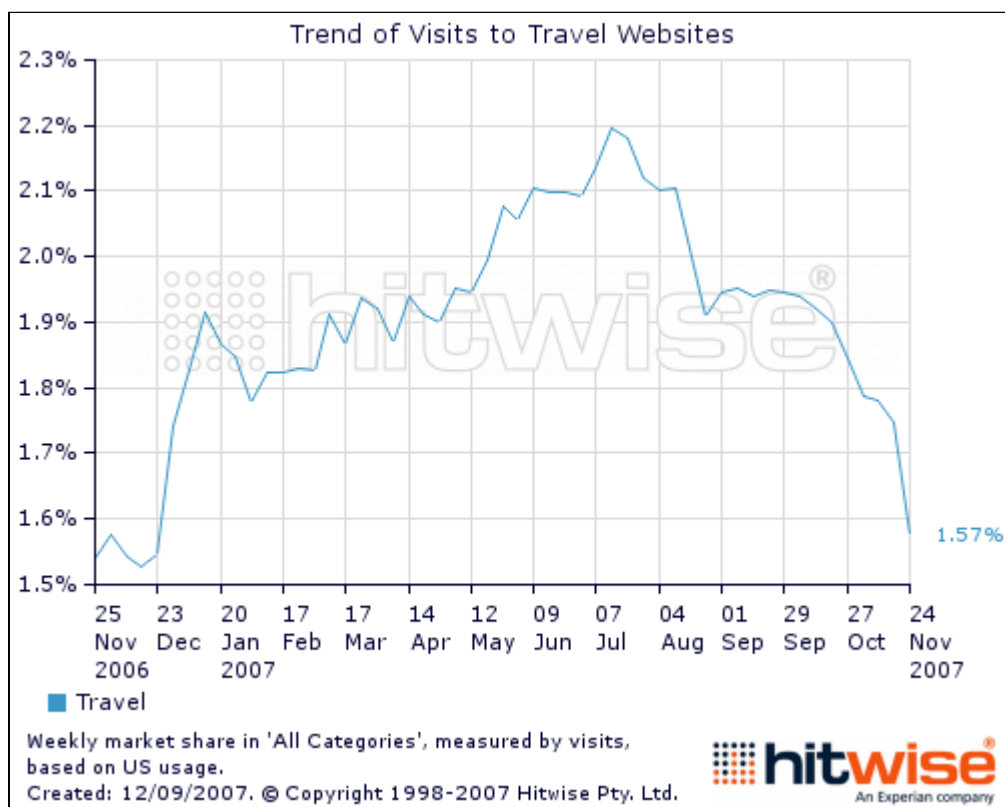
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 5 seconds for the month of November, 2007. This is a minimal increase from last months average visit duration of 9 minutes, 3 seconds.

Source: Hitwise

Travel Category - Weekly Market Share of Visits Chart



Note: Market Share of visits represents the percentage of all traffic received by a particular online industry or website. The data is based on a sample of 10 million US Internet users.

Source: Hitwise

Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of November, 2007 based on visits was 7.0%, which means that 7 websites in this industry's Top 100 rankings have changed since October, 2007.

Websites that entered the Top 100 were:

October, 2007 Rank	November, 2007 Rank	Website	Domain
212	76	Ultimate Fares	www.ultimatefares.com
103	82	Where Are You Now (WAYN)	www.whereareyounow.com
123	85	MonthlyTravel.com	www.monthlytravel.com
116	92	AAA South	www.aaasouth.com
101	93	Cruise Critic Message Boards	messages.cruisecritic.com
169	94	Travelzoo Top 20	www.top20.travelzoo.com
133	100	British Airways	www.britishairways.com

Websites that have left the Top 100 were:

October, 2007 Rank	November, 2007 Rank	Website	Domain
64	165	Six Flags	www.sixflags.com
84	109	TripRewards	www.triprewards.com
90	110	Travel.ian.com Booking Application	travel.ian.com
92	111	SouthWest Airlines Vacations	www.swavacations.com
96	115	Hotel-Guides.us	www.hotel-guides.us
97	103	Concierge.com	www.concierge.com
98	101	Super 8 Motels	www.super8.com

* Note: DNR = Did Not Rank

Source: Hitwise

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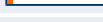
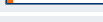
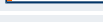


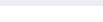
Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of November, 2007 based on visits.

The travel category lists those sites which are related to travel and the travel industry, including publications, travel agencies, transport services/people carriers, airports, destinations, resorts, travel and locality guides and accommodation.

Total websites that ranked with currently selected options: 10,419

Category Contribution Percentage: 1.69%

Rank	Website	Domain	Market Share	Oct '07	Sep '07	Aug '07
1.	MapQuest	www.mapquest.com	14.68% 	1	1	1
2.	Google Maps	maps.google.com	5.76% 	2	2	2
3.	Yahoo! Maps	maps.yahoo.com	3.84% 	3	3	3
4.	Expedia	www.expedia.com	3.19% 	4	4	4
5.	Southwest Airlines	www.southwest.com	3.06% 	5	6	5
6.	Travelocity	www.travelocity.com	2.78% 	6	5	6
7.	Orbitz	www.orbitz.com	1.97% 	7	7	7
8.	Cheap Tickets	www.cheaptickets.com	1.48% 	8	8	8
△	9. American Airlines	www.aa.com	1.30% 	10	13	13
▽	10. Yahoo! Travel	travel.yahoo.com	1.28% 	9	9	9
11.	Priceline.com	www.priceline.com	1.19% 	11	12	10
12.	Delta Air Lines	www.delta.com	1.14% 	12	14	15
△	13. TripAdvisor	www.tripadvisor.com	0.92% 	14	11	14
▽	14. Local Live	local.live.com	0.86% 	13	10	12
15.	Hotwire	www.hotwire.com	0.83% 	15	17	16
△	16. Northwest Airlines	www.nwa.com	0.81% 	18	18	19
17.	Kayak	www.kayak.com	0.78% 	17	16	17
△	18. Continental Airlines	www.continental.com	0.77% 	21	24	25
19.	US Airways	www.usairways.com	0.75% 	19	20	20
20.	JetBlue Airways	www.jetblue.com	0.75% 	20	22	21

Note: DNR = Did Not Rank



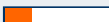
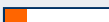



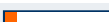



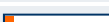
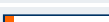
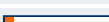


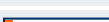
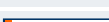



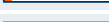
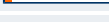
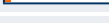



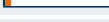
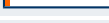
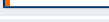
Note - the Hitwise data featured is based on US market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US Internet users. Hitwise ranks over 1 million unique websites on a daily basis, including sub-domains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context.

Source: Hitwise

Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **12/01/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.99%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 191,035 search terms.

Rank	Search Term	Volume
1.	mapquest	3.99% 
2.	map quest	1.46% 
3.	maps	1.01% 
4.	mapquest.com	0.79% 
5.	southwest airlines	0.70% 
6.	google earth	0.64% 
7.	driving directions	0.55% 
8.	travelocity	0.45% 
9.	mapquest driving directions	0.43% 
10.	expedia	0.40% 
11.	google maps	0.36% 
12.	american airlines	0.32% 
13.	www.mapquest.com	0.32% 
14.	orbitz	0.31% 
15.	amtrak	0.29% 
16.	map	0.27% 
17.	cheap tickets	0.27% 
18.	directions	0.26% 
19.	expedia.com	0.25% 
20.	delta airlines	0.25% 
21.	continental airlines	0.24% 
22.	airline tickets	0.24% 
23.	united airlines	0.22% 
24.	cheap airline tickets	0.22% 
25.	cheap flights	0.21% 
26.	yahoo maps	0.21% 
27.	northwest airlines	0.18% 
28.	map quest.com	0.18% 
29.	us airways	0.17% 
30.	greyhound	0.17% 

Note: Data based on a sample of 10 million US Internet users.

Source: Hitwise

Search Engine Analysis

The 'Travel' online industry received an average of 32.44% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of November, 2007 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.80% more upstream traffic from search engines than the internet average of 23.64%. The 'Travel' online industry sent 1.37% less downstream traffic to search engines than the internet average of 9.61%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of November, 2007:

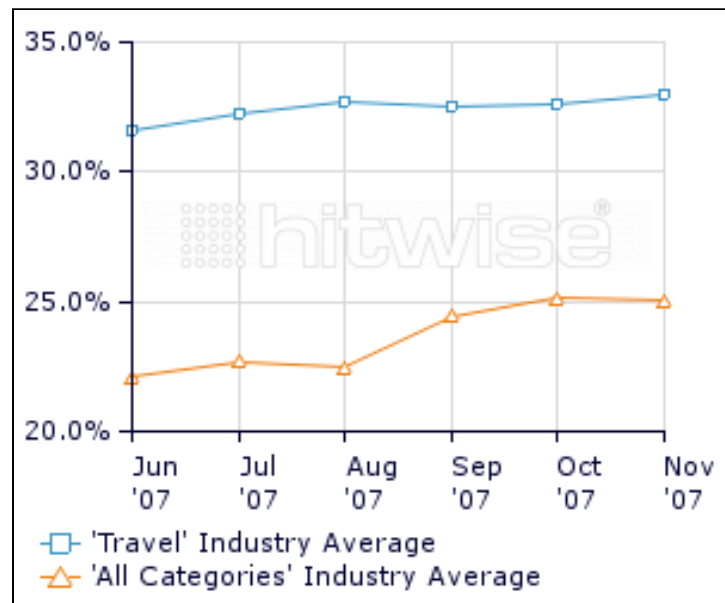
Rank	Website	Upstream Share
1.	Google	21.82%
2.	Yahoo! Search	5.56%
3.	MSN Search	2.07%
4.	Ask.com	0.97%
5.	Windows Live Search	0.50%
6.	My Web Search	0.37%
7.	Google Image Search	0.33%
8.	AOL Search	0.23%
9.	Dogpile	0.18%
10.	Blingo	0.05%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of November, 2007:

Rank	Website	Downstream Share
1.	Google	5.07%
2.	Yahoo! Search	1.21%
3.	MSN Search	0.33%
4.	Ask.com	0.32%
5.	Windows Live Search	0.21%
6.	Google Image Search	0.20%
7.	AOL Search	0.19%
8.	My Web Search	0.15%
9.	Dogpile	0.05%
10.	Ask.com UK	0.05%

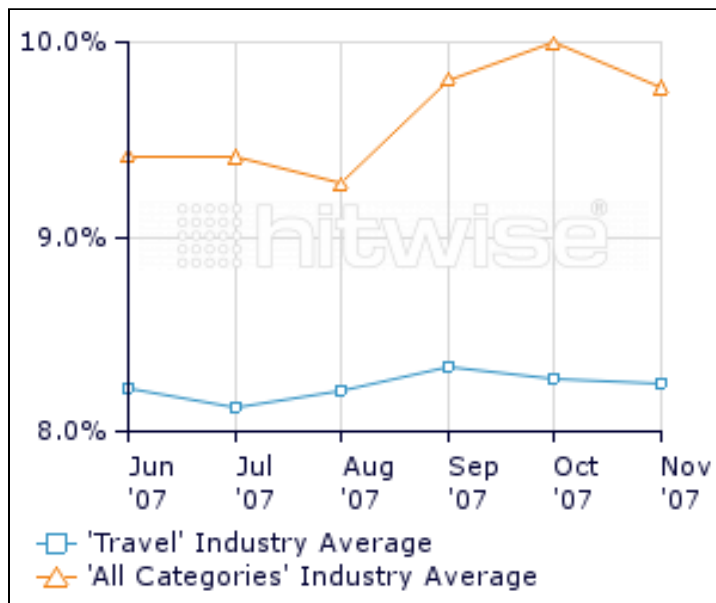
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 32.44% for the 6 months ending November, 2007



Downstream Search Engine Traffic Trend

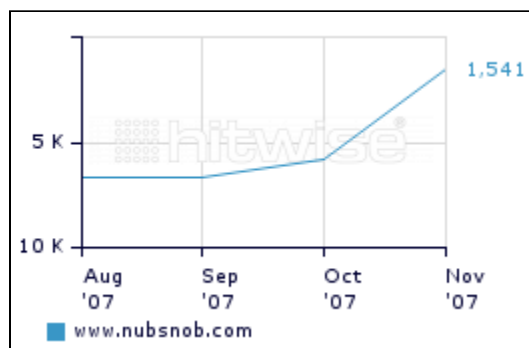
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.24% for the 6 months ending November, 2007



Travel - Fast Movers

Fast Movers indicates local websites which have witnessed substantial increases in rank in the 'Travel' online industry. Charts show rank in the 'Travel' online industry for the four months ending November, 2007.

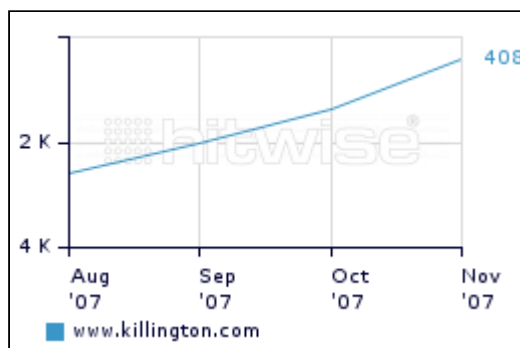
Nubs Nob
<http://www.nubsnob.com/>



🏠 4,246 places

Nubs Nob is a ski resort located in Harbor Springs, Michigan. Features include news, ski conditions, rates, dining, events, photos, and contact details.

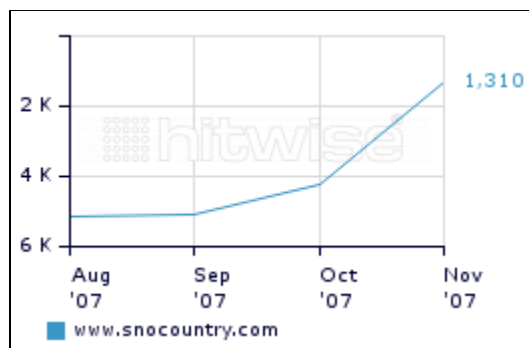
Killington.com
<http://www.killington.com/>



🏠 966 places

This website contains information about the ski destination Killington, located in Vermont. The website features a directory of services and resources for travellers.

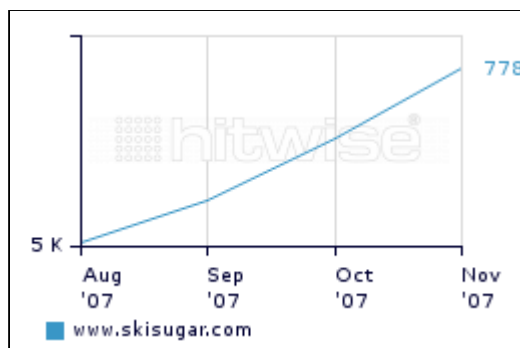
SnoCountry.com Mountain Reports
<http://www.snocountry.com/>



🏠 2,892 places

SnoCountry.com Mountain Reports features the latest information on alpine ski conditions for the United State and Canada.

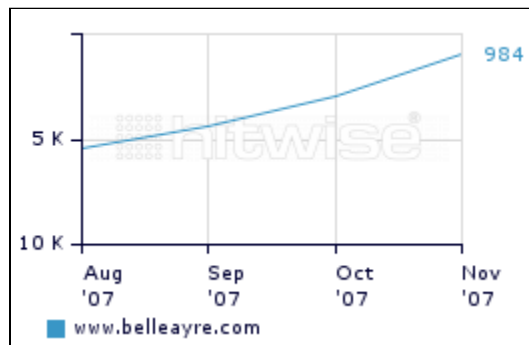
Sugar Mountain Resort
<http://www.skisugar.com/>



🏠 1,638 places

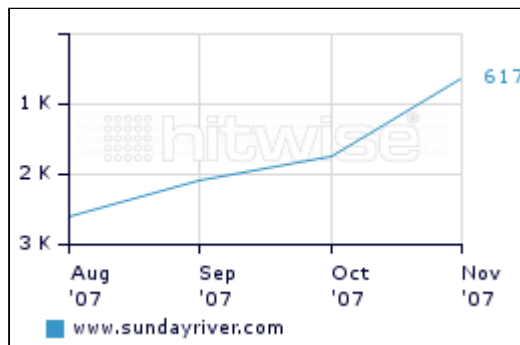
The website for Sugar Mountain Resort in North Carolina, features information about the mountain, including lessons and rates, condition reports and season passes.

Travel - Fast Movers (continued)

Belleayre Mountain<http://www.belleayre.com/>

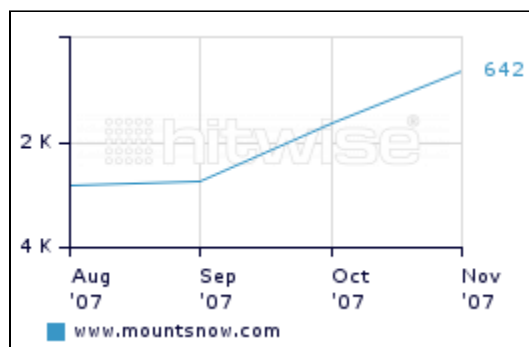
2,002 places

Belleayre Mountain is a New York State ski center located in the Catskill Mountains.

Sundayriver.com<http://www.sundayriver.com/>

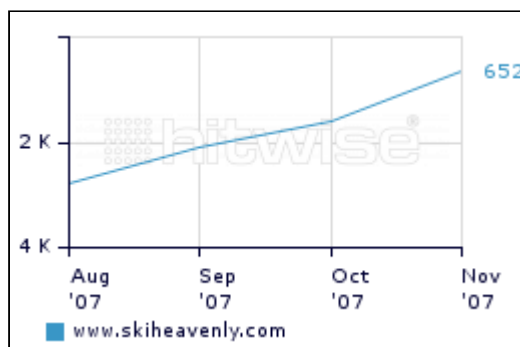
1,121 places

This website contains the homepage for the Sunday River Ski Resort. The website features a directory of dining and accommodation, forecast information and an events calendar.

MountSnow.com<http://www.mountsnow.com/>

979 places

Mount Snow is a Ski Vermonts all-season resort. It provide snow updates, hot deals, and learning programs.

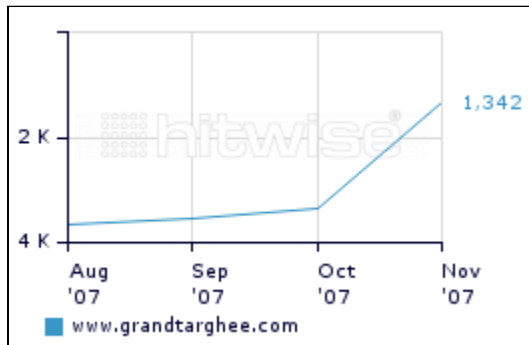
SkiHeavenly.com<http://www.skiheavenly.com/>

964 places

SkiHeavenly.com is a website which provides Skiing and holiday information on Lake Tahoe, Nevada. The site contains details of accommodation, ski hire, transport and links.

Travel - Fast Movers (continued)

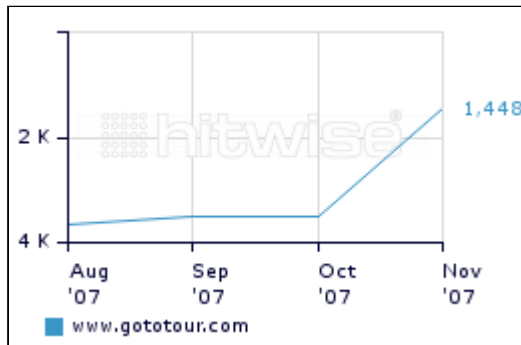
Grand Targhee Resort
<http://www.grandtarghee.com/>



△ 1,992 places

This website provides information and news about Grand Targhee, a ski resort in the Teton Mountains.

Gototour.com
<http://www.gototour.com/>



△ 2,053 places

This website provides travellers and tourists with a comprehensive guide to travel in the United States.

Note: Data is based on a sample of 10 million US Internet users.

Source: Hitwise

Hitwise Methodology

Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit www.hitwise.com.