

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage  
for the month of June, 2008

## Traffic Distribution Analysis

37.21% of all visits to the online 'Travel' industry went to the top 10 websites for the month of June, 2008. 46.43% went to the top 20 websites and 67.84% went to the top 100 websites.

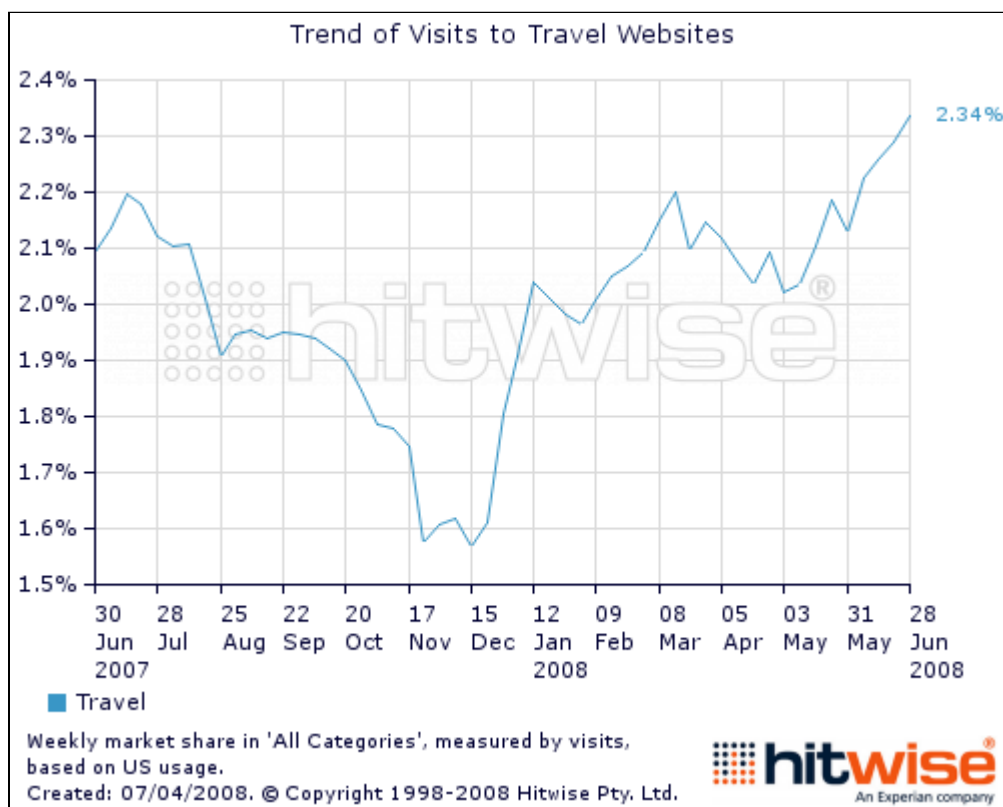
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 10 minutes, 2 seconds for the month of June, 2008. This is a minimal increase from last months average visit duration of 9 minutes, 55 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 June, 2008 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since May, 2008.

Websites that entered the Top 100 were:

May, 2008 Rank	June, 2008 Rank	Website	Domain
106	89	Quality Inn	www.qualityinn.com
114	90	OneTime	www.onetime.com
113	91	Norwegian Cruise Line	www.ncl.com
127	94	Cedar Point	www.cedarpoint.com
105	98	SeaWorld USA	www.seaworld.com
120	100	Dollar Rent A Car	www.dollar.com

Websites that have left the Top 100 were:

May, 2008 Rank	June, 2008 Rank	Website	Domain
52	255	EzDrivingDirections	www.ezdrivingdirections.com
92	108	Maps.com	www.maps.com
95	107	AOL Travel	travel.channel.aol.com
97	104	Shermans Travel - QuickSearch	quicksearch.shermanstravel.com
98	106	Metropolitan Transportation Authority - State of New York	www.mta.info
100	101	AAA South	www.aaasouth.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 June, 2008 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: 10,373

Category Contribution Percentage: 2.29%

Rank	Website	Domain	Market Share	May '08	Apr '08	Mar '08
1.	MapQuest	www.mapquest.com	12.51% 	1	1	1
2.	Google Maps	maps.google.com	6.80% 	2	2	2
△	3. Expedia	www.expedia.com	3.24% 	4	4	3
▽	4. Yahoo! Maps	maps.yahoo.com	3.14% 	3	3	4
5.	Southwest Airlines	www.southwest.com	2.71% 	5	5	5
6.	Travelocity	www.travelocity.com	2.54% 	6	6	6
7.	Orbitz	www.orbitz.com	1.80% 	7	7	7
8.	Priceline.com	www.priceline.com	1.69% 	8	8	8
9.	Yahoo! Travel	travel.yahoo.com	1.41% 	9	10	10
10.	Cheap Tickets	www.cheaptickets.com	1.37% 	10	9	9
△	11. TripAdvisor	www.tripadvisor.com	1.13% 	13	13	14
▽	12. Hotwire	www.hotwire.com	1.10% 	11	12	12
▽	13. American Airlines	www.aa.com	1.06% 	12	11	11
14.	Delta Air Lines	www.delta.com	0.99% 	14	14	13
△	15. Hotels.com	www.hotels.com	0.98% 	16	16	16
▽	16. Kayak	www.kayak.com	0.98% 	15	15	15
17.	CheapoAir.com	www.cheapoair.com	0.75% 	17	21	23
18.	Local Live	local.live.com	0.75% 	18	17	17
△	19. InterContinental Hotels Group	www.ichotelsgroup.com	0.74% 	21	26	25
△	20. VacationsToGo.com	www.vacationstogo.com	0.73% 	26	18	18

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 **06/28/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.77%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 185,232 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.77%	
2.	map quest	1.37%	
3.	maps	0.76%	
4.	southwest airlines	0.72%	
5.	mapquest.com	0.71%	
6.	driving directions	0.56%	
7.	mapquest driving directions	0.53%	
8.	travelocity	0.51%	
9.	expedia	0.46%	
10.	google maps	0.41%	
11.	google earth	0.38%	
12.	amtrak	0.36%	
13.	orbitz	0.32%	
14.	www.mapquest.com	0.30%	
15.	american airlines	0.30%	
16.	directions	0.29%	
17.	united airlines	0.24%	
18.	expedia.com	0.24%	
19.	yahoo maps	0.23%	
20.	priceline	0.22%	
21.	cheap tickets	0.22%	
22.	continental airlines	0.22%	
23.	delta airlines	0.21%	
24.	map	0.21%	
25.	hotels.com	0.19%	
26.	priceline.com	0.19%	
27.	greyhound	0.18%	
28.	us airways	0.18%	
29.	cheap airline tickets	0.17%	
30.	airline tickets	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 33.65% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of June, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.64% more upstream traffic from search engines than the internet average of 25.01%. The 'Travel' online industry sent 1.70% less downstream traffic to search engines than the internet average of 9.78%.

### Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of June, 2008:

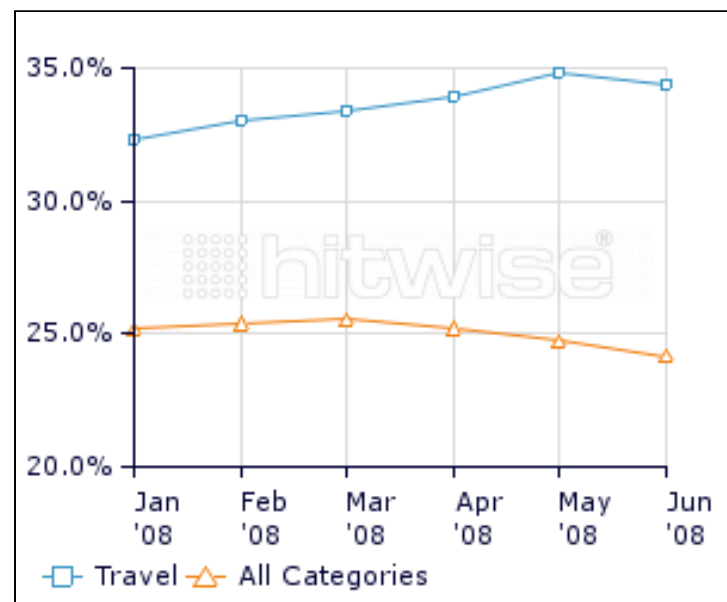
Rank	Website	Upstream Share
1.	Google	24.41%
2.	Yahoo! Search	5.50%
3.	MSN Search	1.50%
4.	Ask.com	0.85%
5.	Windows Live Search	0.33%
6.	My Web Search	0.29%
7.	Google Image Search	0.24%
8.	AOL Search	0.20%
9.	Dogpile	0.15%
10.	Faster Results	0.05%

### Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of June, 2008:

Rank	Website	Downstream Share
1.	Google	5.33%
2.	Yahoo! Search	1.07%
3.	Ask.com	0.34%
4.	MSN Search	0.23%
5.	Google Image Search	0.20%
6.	AOL Search	0.17%
7.	Windows Live Search	0.15%
8.	My Web Search	0.10%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.04%

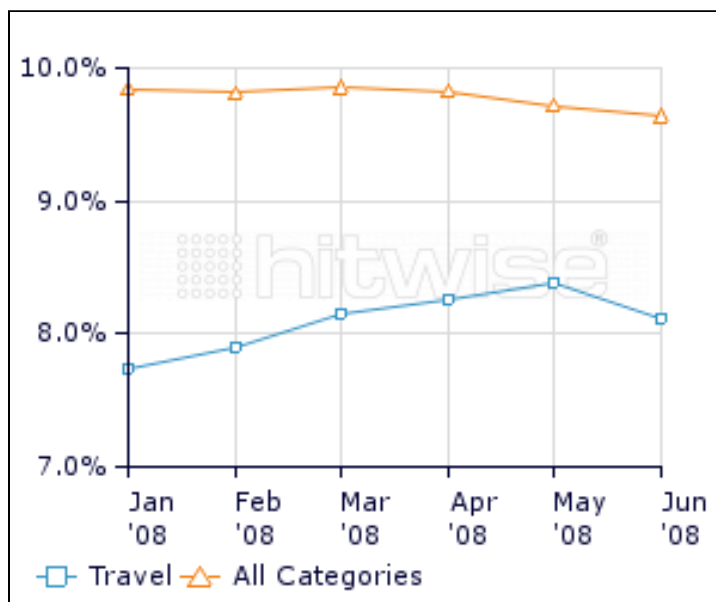
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 33.65% for the 6 months ending June, 2008



### Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.08% for the 6 months ending June, 2008

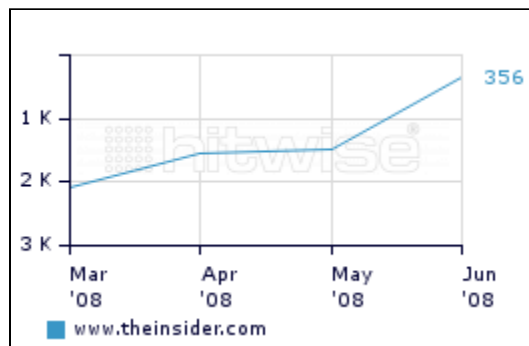


## Travel - Fast Movers

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 June, 2008.

### The Insider Travel Network

<http://www.theinsider.com/>

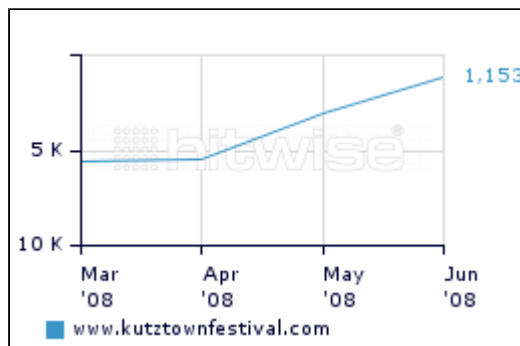


△ 1,133 places

The Insider Travel Network runs a network of travel guide websites. Their homepage has information about them and their online properties.

### www.kutztownfestival.com

<http://www.kutztownfestival.com/>

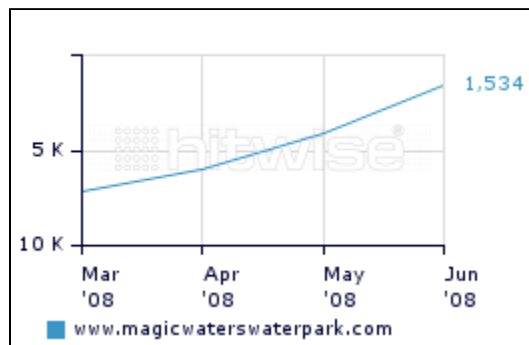


△ 1,937 places

No description

### Magic Waters Waterpark

<http://www.magicwaterswaterpark.com/>

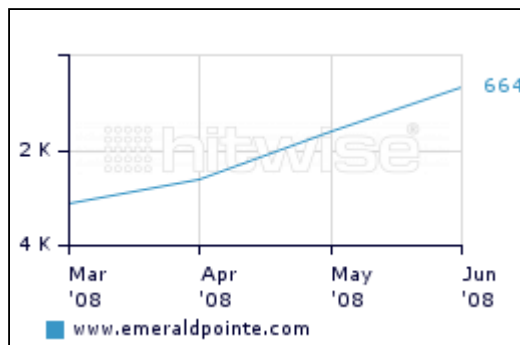


△ 2,519 places

This website provides information about attractions, rates, location, contact and general information.

### Wet 'n Wild Emerald Point

<http://www.emeraldpointe.com/>



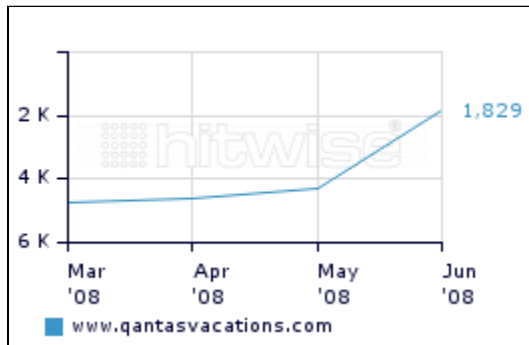
△ 931 places

This site features information on Wet 'n Wild Emerald Point, situated in Greensboro, NC.

Travel - Fast Movers (continued)

**Qantas Vacations**

<http://www.qantasvacations.com/>

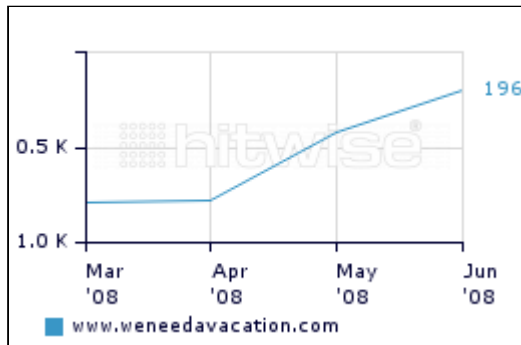


⚡ 2,450 places

The website of Qantas Vacations offers a range of travel services including various travel packages, maps, guides, brochures and promotional deals.

**Cape Cod Vacation Rentals**

<http://www.weneedavacation.com/>

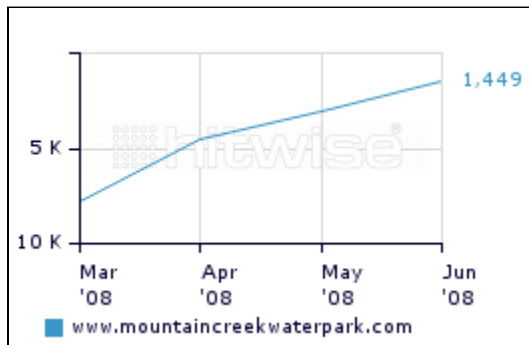


⚡ 226 places

Cape Cod Vacation Rentals features over 2700 Cape Cod, Martha's Vineyard, and Nantucket vacation rentals, and 600 Florida vacation rentals.

**Mountain Creek Waterpark**

<http://www.mountaincreekwaterpark.com/>

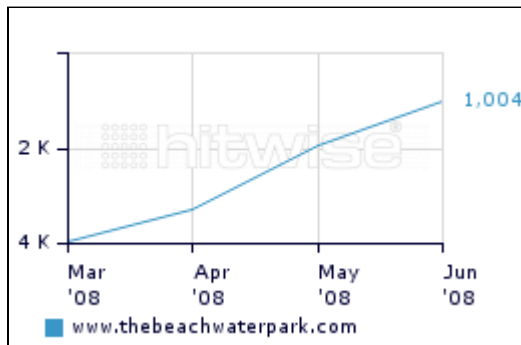


⚡ 1,618 places

No description

**The Beach Waterpark**

<http://www.thebeachwaterpark.com/>



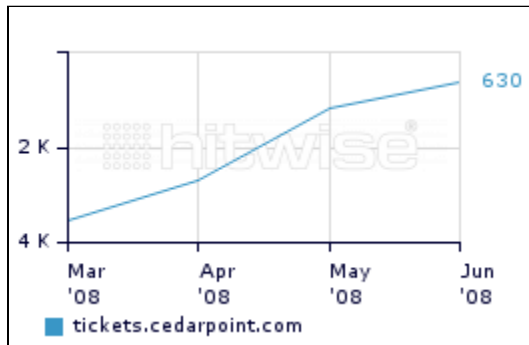
⚡ 936 places

The Beach Waterpark is located in Greater Cincinnati Ohio. Details include attractions and ticketing.



Travel - Fast Movers (continued)

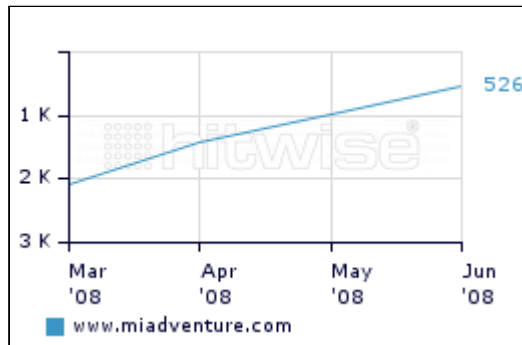
**Cedar Point Theme Park Tickets**  
<http://tickets.cedarpoint.com/>



539 places

This site allows users to purchase ticket online for Cedar Point Theme Park.

**Michigan's Adventure Amusement Park**  
<http://www.miadventure.com/>



442 places

This site features information on Michigan's Adventure Amusement Park and its rides and attractions.

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

Source: Hitwise

## Hitwise Methodology

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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](http://www.hitwise.com).