

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

# Hitwise Monthly Category Report - Travel

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## Traffic Distribution Analysis

39.36% of all visits to the online 'Travel' industry went to the top 10 websites for the month of November, 2008. 48.24% went to the top 20 websites and 69.03% went to the top 100 websites.

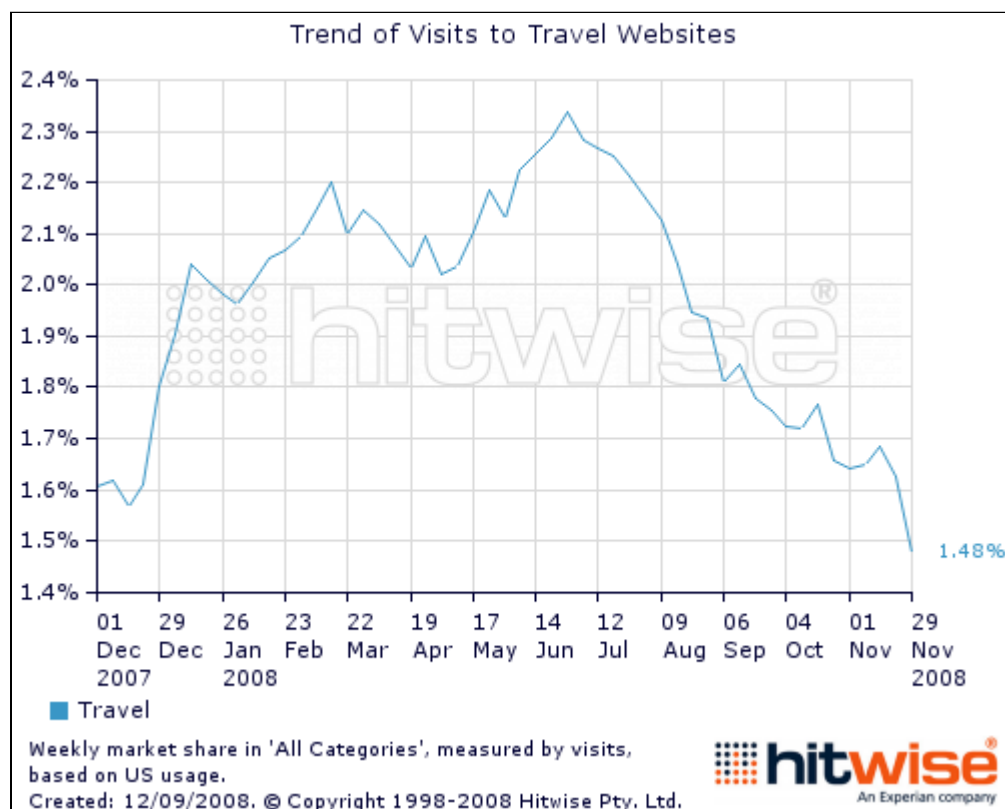
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 53 seconds for the month of November, 2008. This is no change from last months average visit duration of 8 minutes, 53 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

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## Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of November, 2008 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since October, 2008.

Websites that entered the Top 100 were:

October, 2008 Rank	November, 2008 Rank	Website	Domain
105	70	Travelzoo	www.travelzoo.com
103	80	Thesunnyholiday	www.thesunnyholiday.com
116	82	MGM Mirage - Reservations	reservations.mgmmirage.com
167	86	traveleft	www.traveleft.com
106	91	Cruises Only	www.cruisesonly.com
102	92	Dubai Tours and Travel Hub	www.dubaitourshub.com
147	96	Apple Vacations	www.applevacations.com
104	97	Travelzoo Hotels	hotels.travelzoo.com
128	98	The Orvis Company	www.orvis.com
101	100	Metropolitan Transportation Authority - State of New York	www.mta.info

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## Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

October, 2008 Rank	November, 2008 Rank	Website	Domain
58	188	Six Flags	www.sixflags.com
71	106	Super 8 Motels	www.super8.com
73	134	MapQuest - Local	local.mapquest.com
82	108	Where Are You Now (WAYN)	www.whereareyounow.com
86	114	Zvents	www.zvents.com
87	103	Travel Channel	www.travelchannel.com
95	323	OpenList.com	www.openlist.com
96	307	Pumpkin Patches And More	www.pumpkinpatchesandmore.org
97	588	JustTravelIn	www.justravelin.com
99	109	Motel 6	www.motel6.com

\* Note: DNR = Did Not Rank

Source: Hitwise

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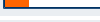
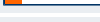

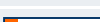


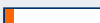







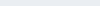

## Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of November, 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: 11,604

Category Contribution Percentage: 1.62%

Rank	Website	Domain	Market Share	Oct '08	Sep '08	Aug '08
1.	MapQuest	www.mapquest.com	11.96% 	1	1	1
2.	Google Maps	maps.google.com	10.11% 	2	2	2
3.	Yahoo! Maps	maps.yahoo.com	3.20% 	3	3	4
△ 4.	Southwest Airlines	www.southwest.com	3.04% 	5	5	5
▽ 5.	Expedia	www.expedia.com	2.83% 	4	4	3
6.	Travelocity	www.travelocity.com	2.09% 	6	6	6
7.	Orbitz	www.orbitz.com	1.73% 	7	7	7
8.	Priceline.com	www.priceline.com	1.61% 	8	9	8
9.	Yahoo! Travel	travel.yahoo.com	1.55% 	9	8	9
△ 10.	American Airlines	www.aa.com	1.25% 	11	11	12
△ 11.	Delta Air Lines	www.delta.com	1.12% 	12	12	13
▽ 12.	Cheap Tickets	www.cheaptickets.com	1.11% 	10	10	10
13.	Local Live	local.live.com	0.99% 	13	14	16
14.	TripAdvisor	www.tripadvisor.com	0.93% 	14	13	11
△ 15.	CheapoAir.com	www.cheapoair.com	0.91% 	16	17	25
▽ 16.	Hotwire	www.hotwire.com	0.87% 	15	15	15
△ 17.	Northwest Airlines	www.nwa.com	0.78% 	18	19	21
△ 18.	United Airlines	www.united.com	0.75% 	19	20	20
▽ 19.	Kayak	www.kayak.com	0.73% 	17	16	17
△ 20.	US Airways	www.usairways.com	0.70% 	22	22	23

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

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## Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **11/29/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.71%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying **1** to **30** of **220,364** search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.71%	
2.	map quest	1.00%	
3.	mapquest driving directions	0.95%	
4.	southwest airlines	0.89%	
5.	maps	0.82%	
6.	google maps	0.67%	
7.	google earth	0.60%	
8.	travelocity	0.53%	
9.	mapquest.com	0.53%	
10.	expedia	0.48%	
11.	driving directions	0.46%	
12.	american airlines	0.33%	
13.	orbitz	0.32%	
14.	cheap flights	0.28%	
15.	amtrak	0.27%	
16.	united airlines	0.26%	
17.	continental airlines	0.25%	
18.	yahoo maps	0.24%	
19.	priceline	0.24%	
20.	www.mapquest.com	0.22%	
21.	cheap tickets	0.22%	
22.	airline tickets	0.21%	
23.	expedia.com	0.21%	
24.	delta airlines	0.20%	
25.	map	0.19%	
26.	map quest driving directions	0.19%	
27.	directions	0.18%	
28.	google	0.17%	
29.	us airways	0.17%	
30.	northwest airlines	0.16%	

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

Source: Hitwise

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## Search Engine Analysis

The 'Travel' online industry received an average of 35.27% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of November, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.13% more upstream traffic from search engines than the internet average of 25.14%. The 'Travel' online industry sent 1.44% less downstream traffic to search engines than the internet average of 9.45%.

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

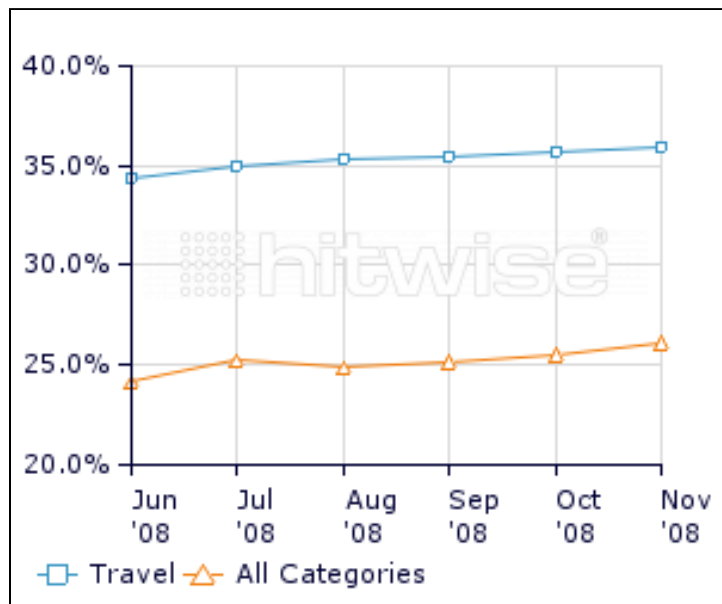
Rank	Website	Upstream Share	
1.	Google	26.77%	<div><div></div></div>
2.	Yahoo! Search	4.95%	<div><div></div></div>
3.	MSN Search	1.53%	<div><div></div></div>
4.	Ask.com	0.64%	<div><div></div></div>
5.	Google Image Search	0.37%	<div><div></div></div>
6.	Windows Live Search	0.33%	<div><div></div></div>
7.	My Web Search	0.23%	<div><div></div></div>
8.	AOL Search	0.20%	<div><div></div></div>
9.	Dogpile	0.10%	<div><div></div></div>
10.	Aim Search	0.05%	<div><div></div></div>

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

Rank	Website	Downstream Share	
1.	Google	5.34%	<div><div></div></div>
2.	Yahoo! Search	1.06%	<div><div></div></div>
3.	Google Image Search	0.34%	<div><div></div></div>
4.	Ask.com	0.26%	<div><div></div></div>
5.	MSN Search	0.24%	<div><div></div></div>
6.	AOL Search	0.16%	<div><div></div></div>
7.	Windows Live Search	0.16%	<div><div></div></div>
8.	My Web Search	0.11%	<div><div></div></div>
9.	Yahoo! Image Search	0.04%	<div><div></div></div>
10.	Dogpile	0.04%	<div><div></div></div>

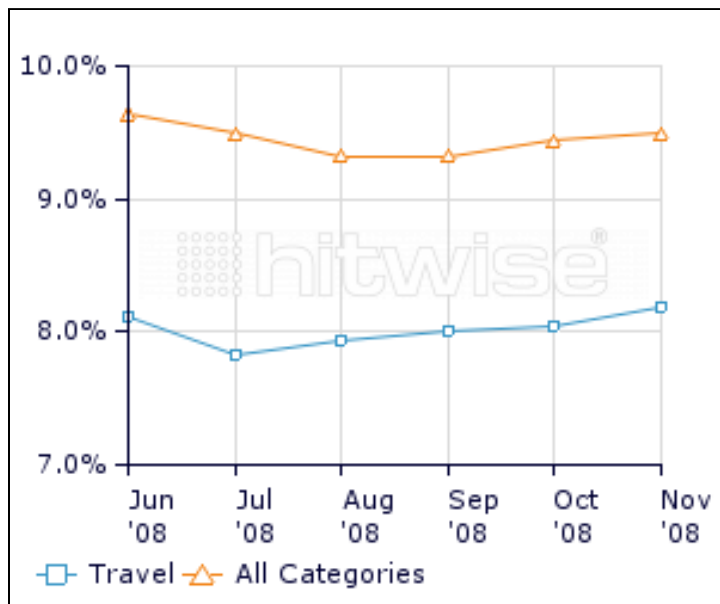
## Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.27% for the 6 months ending November, 2008



## Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.01% for the 6 months ending November, 2008

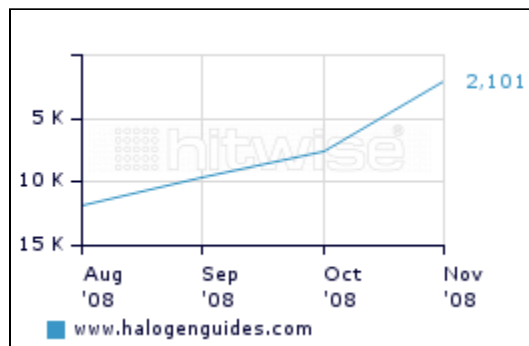


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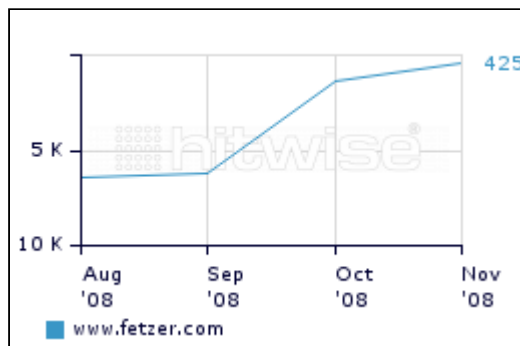
## Travel - Fast Movers

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, 2008.

**Halogen Guides**
<http://www.halogenguides.com/>


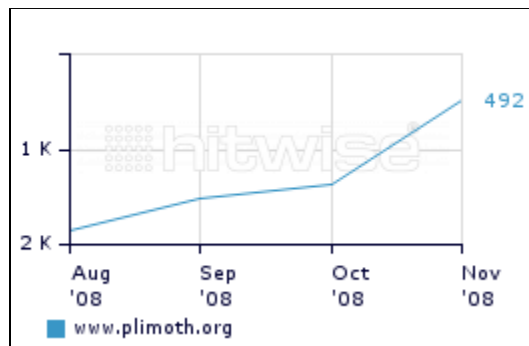
5,395 places

Halogen Guides is an independent network of websites devoted to providing guides to high-end purchases.

**Fetzer Vineyards**
<http://www.fetzer.com/>


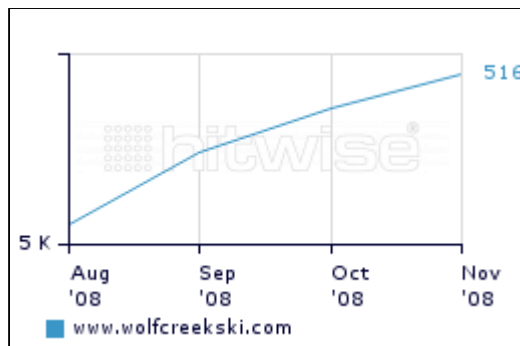
944 places

This website contains information about Fetzer Vineyards' wines and estate, which is open to visitors. The site also provides information on the processes used at this Californian vineyard.

**Plimoth Plantation**
<http://www.plimoth.org/>


866 places

Plimoth Plantation is a tourist attraction in Massachusetts. The website features online activities, historical information and a gift store.

**Wolf Creek Ski Area**
<http://www.wolfcreekski.com/>


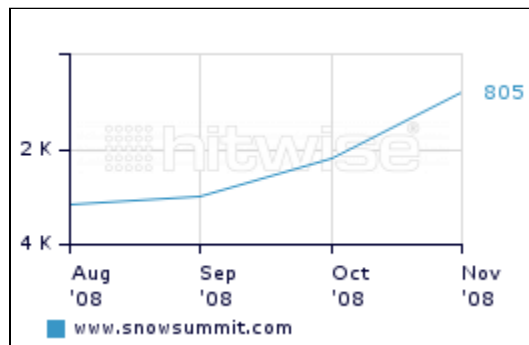
908 places

Wolf Creek Ski Area is a high alpine ski resort located in Colorado. Features of this site includes snow camera, price list, ski school, lodging and photos.

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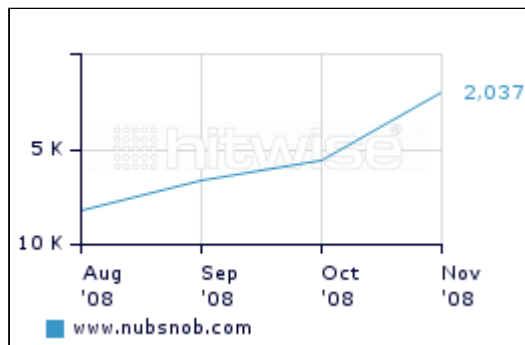
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## Travel - Fast Movers (continued)

**Snow Summit Mountain Resort**<http://www.snowsummit.com/>

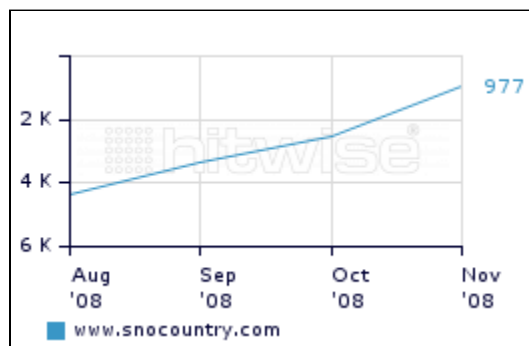
△ 1,382 places

This site features information on the Snow Summit Mountain Resort and its facilities, services and events.

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

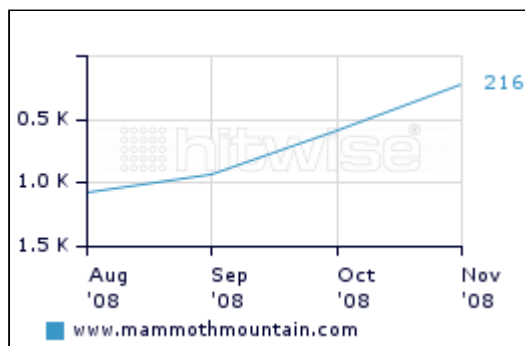
△ 3,582 places

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

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

△ 1,575 places

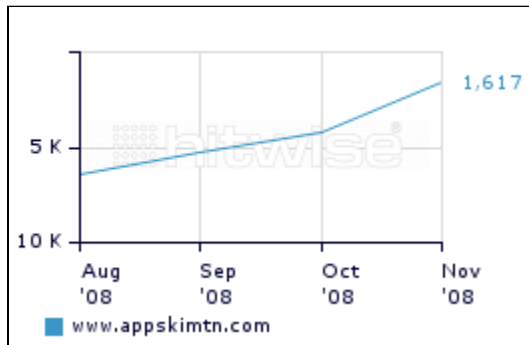
SnoCountry.com Mountain Reports features the latest information on alpine ski conditions for the United State and Canada.

**Mammoth Mountain**<http://www.mammothmountain.com/>

△ 366 places

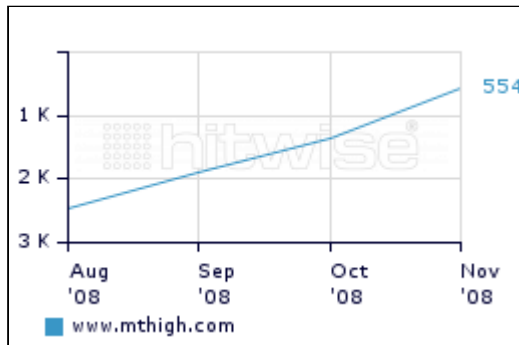
This website contains the homepage for Mammoth Mountain, Californian snow resort. The website features a directory of services, cams and a FAQ.

## Travel - Fast Movers (continued)

**Appalachian Ski Mtn**<http://www.appskimtn.com/>

△ 2,623 places

Appalachian Ski Mtn. is a resort in North Carolina. Visitors to the site can view lodging details, live ski camera, weather conditions and map.

**Mountain High**<http://www.mthigh.com/>

△ 805 places

This website contains the homepage for the Mountain High Ski resort in Southern California. The site features webcams, snow reports, resort information, news, maps and a forum.

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).