

# Hitwise Monthly Travel Category Report

Based on US Internet usage  
for the the month of December, 2006

## Travel - Website Ranks

The table below shows the Top 20 sites in the 'Travel' online industry for the month of December, 2006 based on visits.

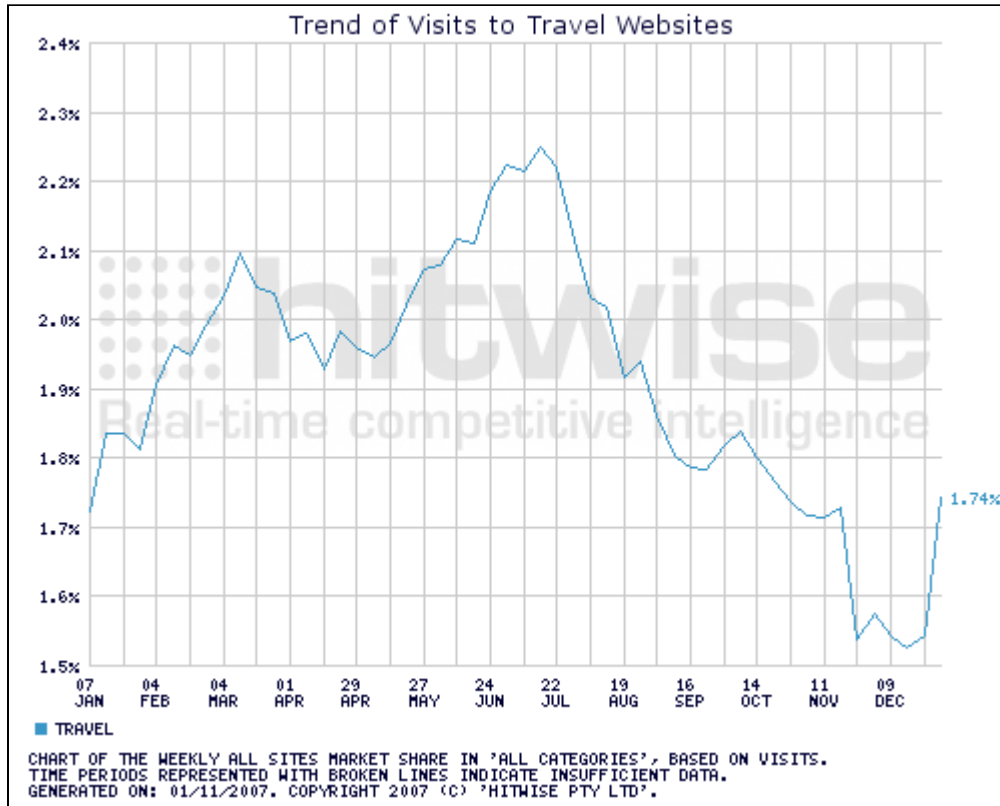
Rank	Website	Domain	Market Share	Nov '06	Oct '06	Sep '06
1.	MapQuest	www.mapquest.com	14.20%	1	1	1
2.	Yahoo! Maps	maps.yahoo.com	4.97%	2	2	2
3.	Expedia	www.expedia.com	4.50%	3	3	3
4.	Southwest Airlines	www.southwest.com	2.89%	4	4	5
△	Orbitz	www.orbitz.com	2.59%	6	6	6
▽	Travelocity	www.travelocity.com	2.54%	5	5	4
7.	Cheap Tickets	www.cheaptickets.com	2.48%	7	7	7
8.	Google Maps	maps.google.com	2.41%	8	8	8
9.	American Airlines	www.aa.com	1.40%	9	11	11
10.	Yahoo! Travel	travel.yahoo.com	1.30%	10	10	9
△	Delta Air Lines	www.delta.com	1.25%	12	12	12
▽	Priceline.com	www.priceline.com	1.23%	11	9	10
△	United Airlines	www.united.com	1.00%	14	17	17
▽	Local Live	local.live.com	0.86%	13	13	14
15.	Northwest Airlines	www.nwa.com	0.85%	15	15	16
16.	US Airways	www.usairways.com	0.84%	16	18	19
△	Hotels.com	www.hotels.com	0.81%	18	14	13
△	TripAdvisor	www.tripadvisor.com	0.80%	19	16	15
△	Continental Airlines	www.continental.com	0.76%	21	22	23
△	AirTran Airways	www.airtran.com	0.72%	22	21	21

Note: DNR = Did Not Rank

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

Source: Hitwise

Travel Category - Weekly Market Share of Visits Chart



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

Source: Hitwise

## Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **12/30/2006**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.81%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 205,846 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.81%	
2.	map quest	1.30%	
3.	maps	1.07%	
4.	mapquest.com	0.76%	
5.	driving directions	0.64%	
6.	southwest airlines	0.61%	
7.	travelocity	0.52%	
8.	expedia	0.47%	
9.	google earth	0.46%	
10.	map	0.38%	
11.	orbitz	0.36%	
12.	american airlines	0.35%	
13.	united airlines	0.32%	
14.	amtrak	0.32%	
15.	directions	0.32%	
16.	www.mapquest.com	0.30%	
17.	airline tickets	0.30%	
18.	expedia.com	0.29%	
19.	cheap tickets	0.24%	
20.	yahoo maps	0.23%	
21.	continental airlines	0.23%	
22.	travel	0.22%	
23.	hotels	0.22%	
24.	delta airlines	0.22%	
25.	cheap airline tickets	0.21%	
26.	southwest	0.19%	
27.	northwest airlines	0.19%	
28.	car rental	0.18%	
29.	delta	0.17%	
30.	google maps	0.17%	

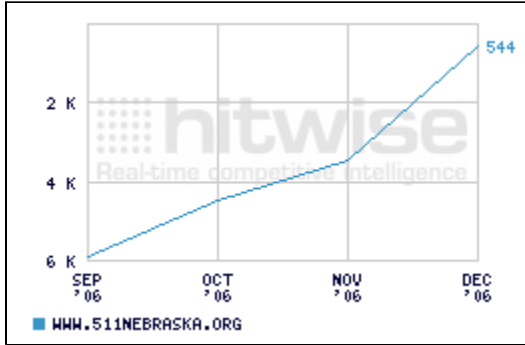
Note: Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel - Fast Movers

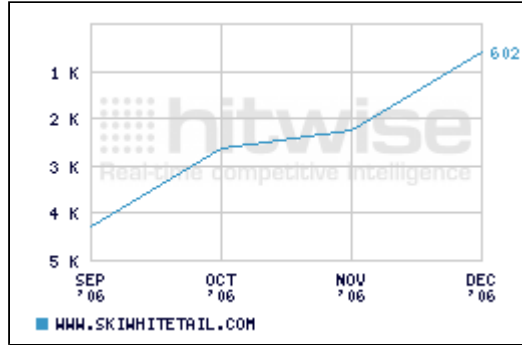
Fast Movers indicates local sites which have witnessed substantial increases in rank in the 'Travel' online industry. Charts show rank in the 'Travel' online industry for the four months ending December, 2006.

**Nebraska Department Of Roads**  
<http://www.511nebraska.org/>



🏠 2,928 places

**Whitetail Mountain Resort**  
<http://www.skiwhitetail.com/>

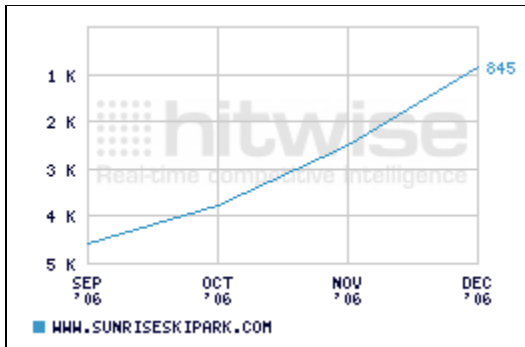


🏠 1,648 places

This Nebraska Government website contains a road map of state with diagrams as to where there are current closures, accidents, delays, construction and difficult road conditions.

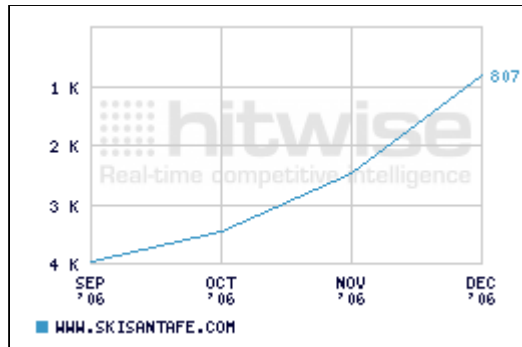
The Whitetail Mountain Resort is a ski resort located in Pennsylvania. Features of the site includes snow report, rates, travel information and employment.

**Sunrise Park Resort**  
<http://www.sunriseskipark.com/>



🏠 1,663 places

**Ski Santa Fe**  
<http://www.skisantafe.com/>



🏠 1,663 places

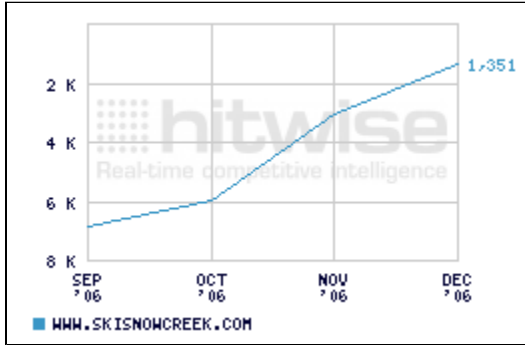
This site features information on the Sunrise Park Resort, located in the Arizona white mountains.

This website contains information about skiing in the New Mexico resort of Sante Fe. The website contains a gallery of images, an events calendar, snow reports, ticketing information, contact details and related items of interest to holidaymakers.

Travel - Fast Movers (continued)

**Snow Creek**

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

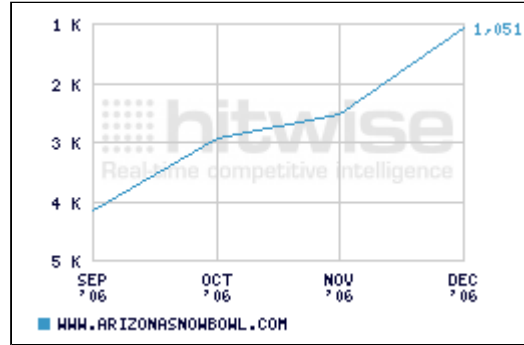


1,714 places

This site features information on Snow Creek and its events and activities.

**Arizona Snowbowl**

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

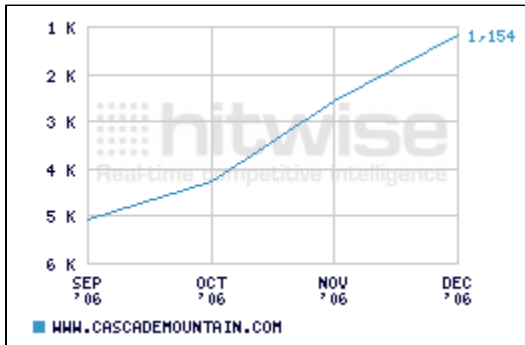


1,491 places

This is the official website for the Arizona Snowbowl and features information on the resort and its lodgings, attractions and activities.

**Cascade Mountain**

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

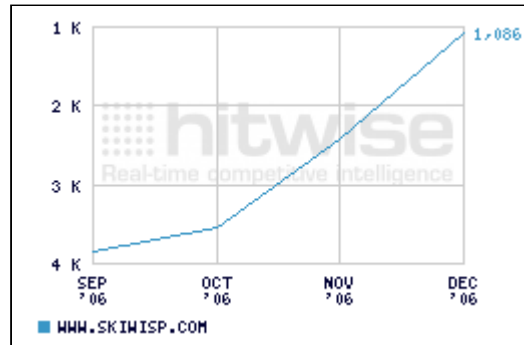


1,419 places

Cascade Mountain is a ski resort located in Wisconsin. Features of this site includes accommodation, booking facilities, snow report and park information.

**Wisp at Deep Creek Mountain Resort**

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

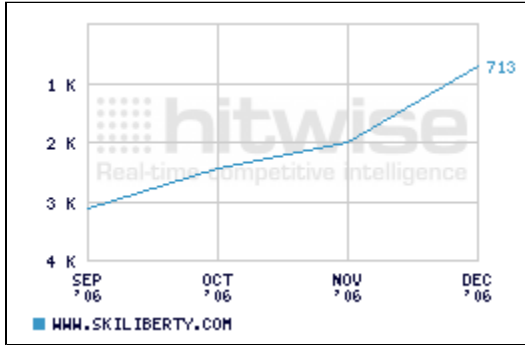


1,343 places

Wisp at Deep Creek Mountain Resort is a ski resort. Visitors to this site can view activities available in summer and winter, as well as view lodging facilities.

Travel - Fast Movers (continued)

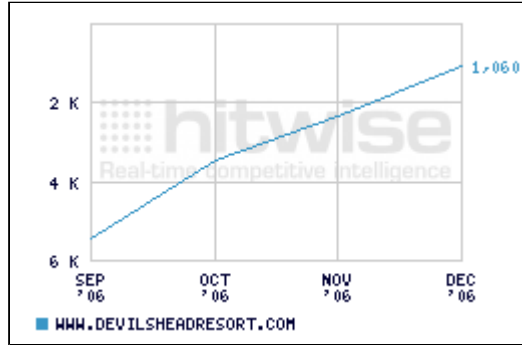
**Skiliberty.com**  
<http://www.skiliberty.com/>



🏠 1,277 places

Skiliberty.com features information on the Liberty Mountain Resort and Conference Center.

**Devil's Head Resort**  
<http://www.devilsheadresort.com/>



🏠 1,292 places

Devil's Head Resort is a ski and golf resort located in Wisconsin. Features of the site includes live snow camera, trail map, booking facilities and promotions.

Note: Data based on 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 Session Duration'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between sites.

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).