

Hitwise Monthly Travel Category Report

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

Traffic Distribution Analysis

37.01% of all visits to the online 'Travel' industry went to the top 10 websites for the month of March, 2007. 46.37% went to the top 20 websites and 67.96% went to the top 100 websites.

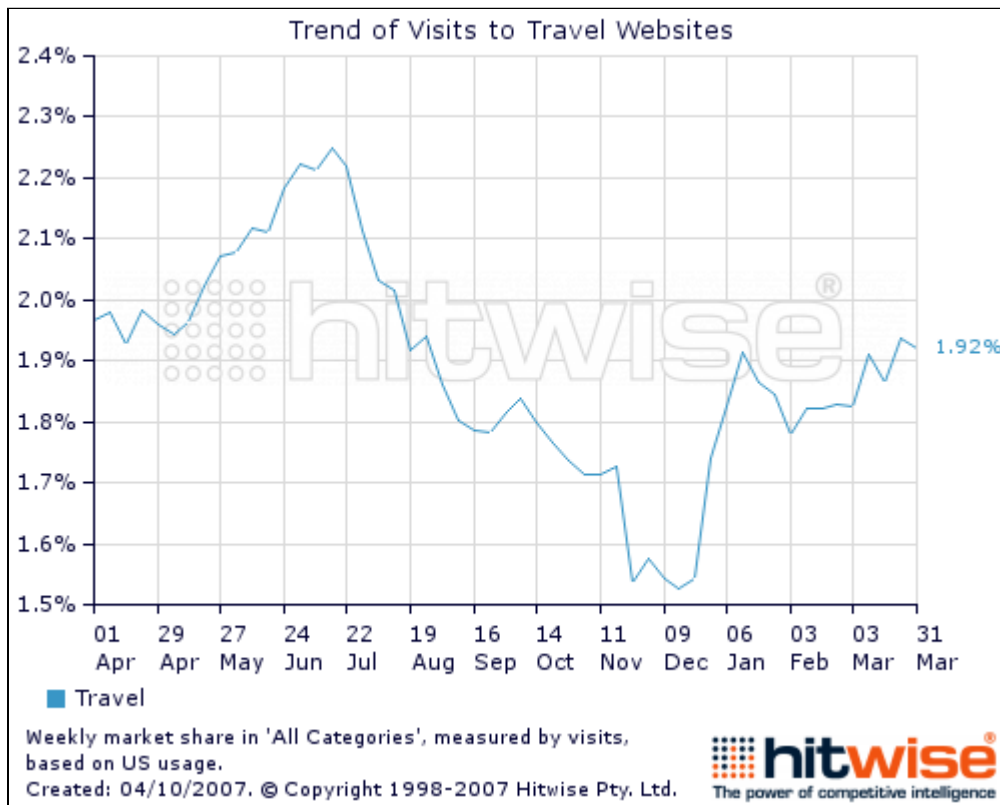
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 34 seconds for the month of March, 2007. This is a minimal decrease from last months average visit duration of 8 minutes, 42 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 March, 2007 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since February, 2007.

Websites that entered the Top 100 were:

February, 2007 Rank	March, 2007 Rank	Website	Domain
110	80	Sheraton Hotels and Resorts	www.starwoodhotels.com/sheraton
192	93	Hotel-Guides.us	www.hotel-guides.us
123	94	ReserveAmerica.com	www.reserveamerica.com
182	97	MSN MapPoint	mappoint.msn.com
104	100	Yahoo! FareChase	yahoo.farechase.com

Websites that have left the Top 100 were:









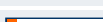

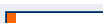
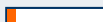
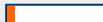





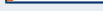

February, 2007 Rank	March, 2007 Rank	Website	Domain
83	101	MGM Mirage - Reservations	reservations.mgmmirage.com
85	102	Maps.com	www.maps.com
87	115	Hawaiian Airlines	www.hawaiianair.com
91	119	Disney Parks	disneyparks.disney.go.com
94	113	LasVegas.com	www.lasvegas.com

* Note: DNR = Did Not Rank

Source: Hitwise

Travel - Website Ranks

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

Rank	Website	Domain	Market Share	Feb '07	Jan '07	Dec '06
1.	MapQuest	www.mapquest.com	12.69% 	1	1	1
2.	Expedia	www.expedia.com	4.18% 	2	2	3
3.	Yahoo! Maps	maps.yahoo.com	3.83% 	3	3	2
△ 4.	Google Maps	maps.google.com	2.90% 	7	8	8
△ 5.	Orbitz	www.orbitz.com	2.78% 	6	6	5
▽ 6.	Travelocity	www.travelocity.com	2.73% 	4	4	6
▽ 7.	Southwest Airlines	www.southwest.com	2.62% 	5	5	4
8.	Cheap Tickets	www.cheaptickets.com	2.60% 	8	7	7
△ 9.	Priceline.com	www.priceline.com	1.39% 	10	11	12
▽ 10.	Yahoo! Travel	travel.yahoo.com	1.29% 	9	9	10
11.	American Airlines	www.aa.com	1.19% 	11	10	9
12.	Delta Air Lines	www.delta.com	1.12% 	12	12	11
△ 13.	Hotels.com	www.hotels.com	1.08% 	15	15	17
14.	TripAdvisor	www.tripadvisor.com	1.03% 	14	13	18
▽ 15.	Hotwire	www.hotwire.com	1.03% 	13	14	24
△ 16.	Local Live	local.live.com	0.85% 	19	21	14
17.	United Airlines	www.united.com	0.78% 	17	16	13
18.	US Airways	www.usairways.com	0.77% 	18	20	16
▽ 19.	JetBlue Airways	www.jetblue.com	0.76% 	16	17	21
△ 20.	Kayak	www.kayak.com	0.74% 	22	23	22

Note: DNR = Did Not Rank

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

Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **02/24/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.39%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 233,647 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.39%	
2.	map quest	1.14%	
3.	maps	0.87%	
4.	mapquest.com	0.70%	
5.	southwest airlines	0.59%	
6.	travelocity	0.58%	
7.	expedia	0.54%	
8.	driving directions	0.47%	
9.	orbitz	0.43%	
10.	google earth	0.36%	
11.	american airlines	0.35%	
12.	www.mapquest.com	0.34%	
13.	expedia.com	0.34%	
14.	airline tickets	0.34%	
15.	map	0.31%	
16.	directions	0.28%	
17.	hotels	0.28%	
18.	cheap tickets	0.28%	
19.	cheap airline tickets	0.25%	
20.	united airlines	0.24%	
21.	delta airlines	0.23%	
22.	hotels.com	0.23%	
23.	travel	0.23%	
24.	amtrak	0.20%	
25.	airlines	0.19%	
26.	southwest	0.19%	
27.	continental airlines	0.19%	
28.	yahoo maps	0.18%	
29.	cheap flights	0.18%	
30.	jet blue	0.18%	

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 29.61% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of March, 2007 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 6.90% more upstream traffic from search engines than the internet average of 22.72%. The 'Travel' online industry sent 1.03% less downstream traffic to search engines than the internet average of 9.18%.

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

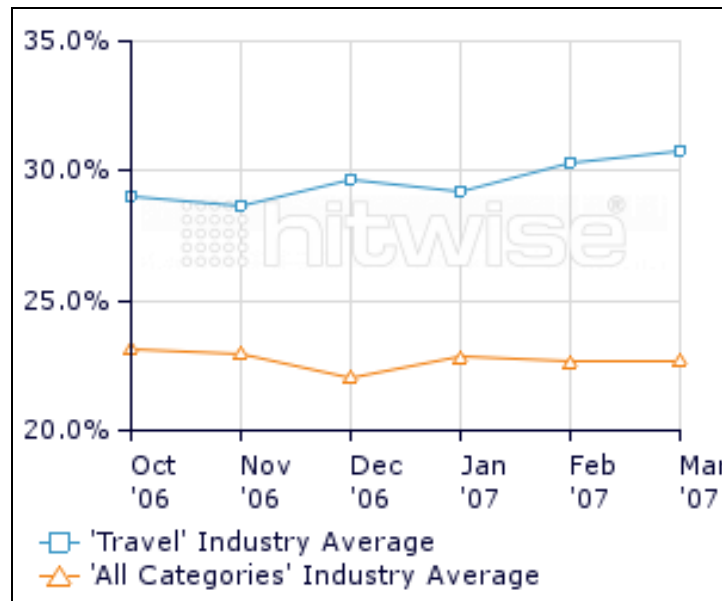
Rank	Website	Share
1.	Google	18.93%
2.	Yahoo! Search	5.48%
3.	MSN Search	3.37%
4.	Ask.com	0.67%
5.	AOL Search	0.34%
6.	Windows Live Search	0.30%
7.	Google Image Search	0.30%
8.	My Web Search	0.23%
9.	Dogpile	0.18%
10.	HP Search	0.04%
	Other	0.95%

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

Rank	Website	Share
1.	Google	4.70%
2.	Yahoo! Search	1.19%
3.	MSN Search	0.65%
4.	Windows Live Search	0.44%
5.	AOL Search	0.29%
6.	Ask.com	0.20%
7.	Google Image Search	0.16%
8.	My Web Search	0.11%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.05%
	Other	0.56%

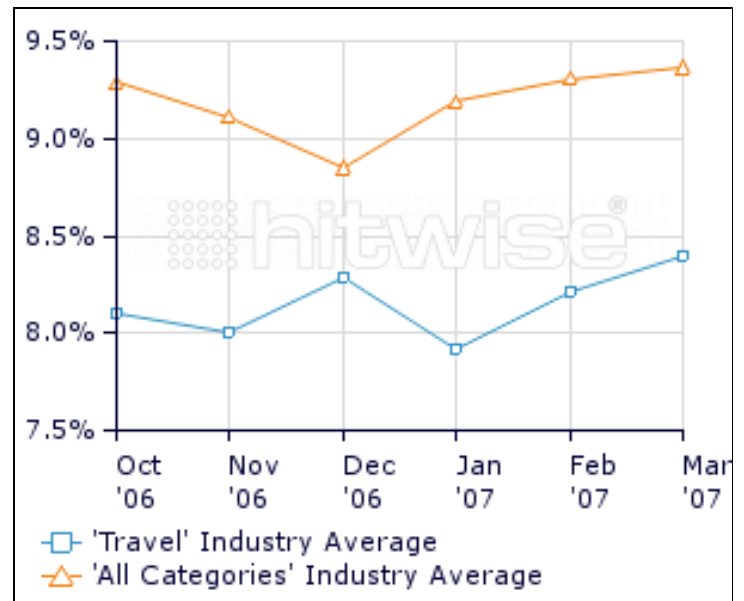
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 29.61% for the 6 months ending March, 2007



Downstream Search Engine Traffic Trend

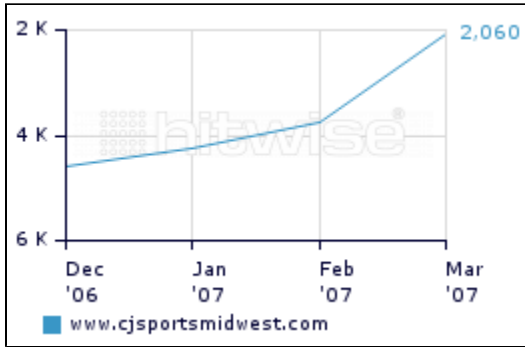
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.15% for the 6 months ending March, 2007



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 March, 2007.

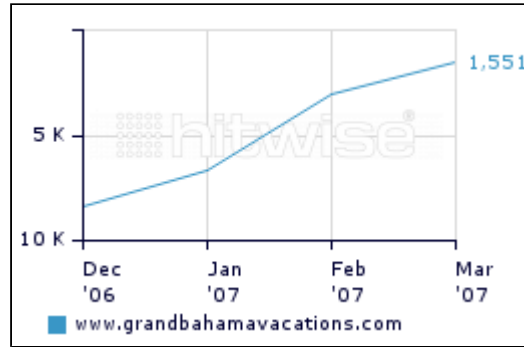
CJ Sports Midwest
<http://www.cjsportsmidwest.com/>



▲ 1,701 places

This website details the suite of services offered by sports tournament operator, CJ Sports Midwest.

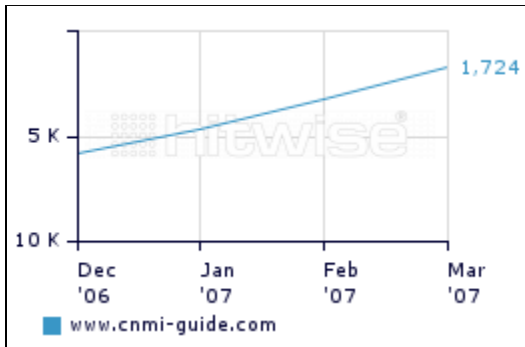
Grand Bahama Vacations
<http://www.grandbahamavacations.com/>



▲ 1,537 places

This website provides tourism information about the Bahamas, such as hotels, flights, attractions and events.

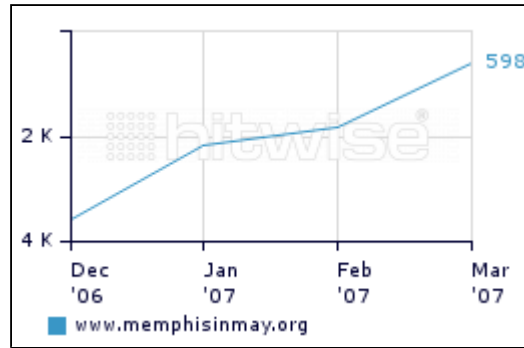
Commonwealth of the Northern Mariana Islands Information Page
<http://www.cnmi-guide.com/>



▲ 1,514 places

CNMI forms a chain of 14 volcanic islands including Saipan, Tinian and Rota. This site provides travel, accommodation, shopping, water sports, dining out, media, car rental, golf, and health information.

Memphis in May
<http://www.memphisinmay.org/>

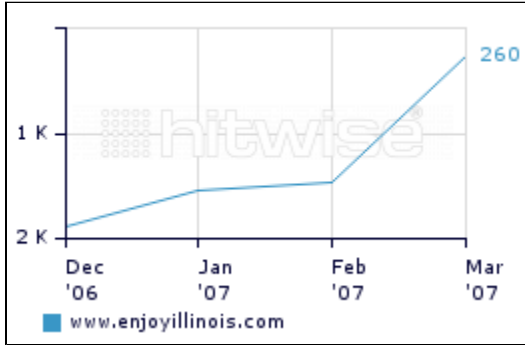


▲ 1,240 places

This website provides information about Memphis in May International Festival. Users can find information on travel, tickets and events.

Travel - Fast Movers (continued)

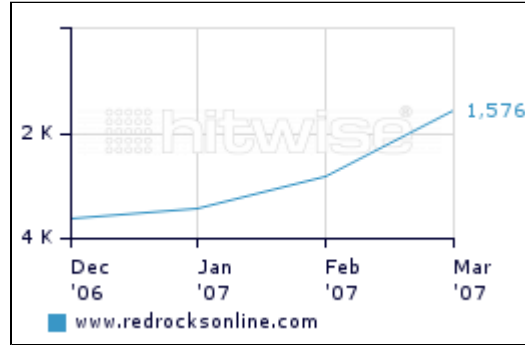
www.enjoyillinois.com
<http://www.enjoyillinois.com/>



🏠 1,214 places

No description

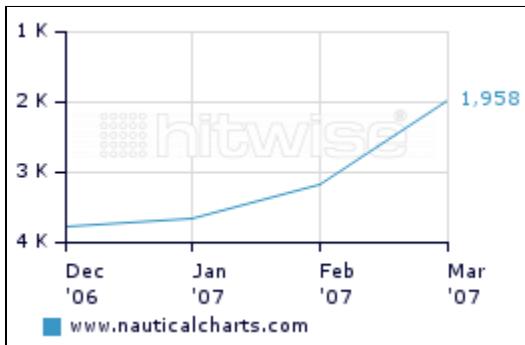
www.redrocksonline.com
<http://www.redrocksonline.com/>



🏠 1,225 places

No description

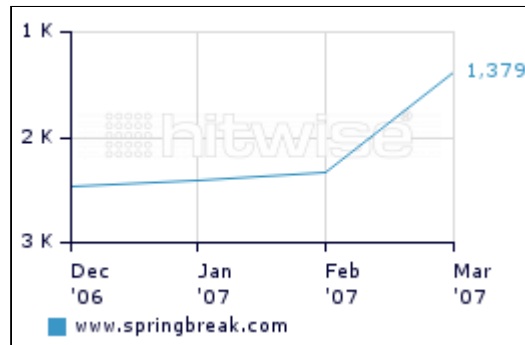
NauticalCharts.com
<http://www.nauticalcharts.com/>



🏠 1,200 places

NauticalCharts.com offers navigational charts and software for the recreational boater, fisherman and diver.

Spring Break
<http://www.springbreak.com/>



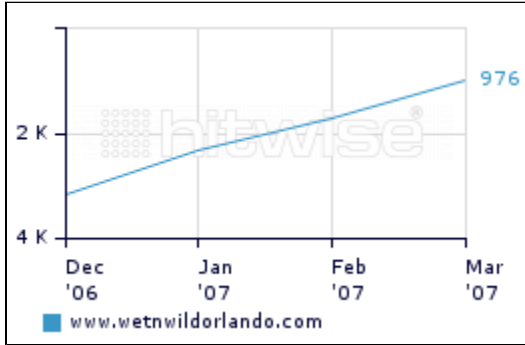
🏠 951 places

Spring Break provides students with travel resources, news, destination info, and links to travel operators.

Travel - Fast Movers (continued)

Wet 'n Wild Orlando

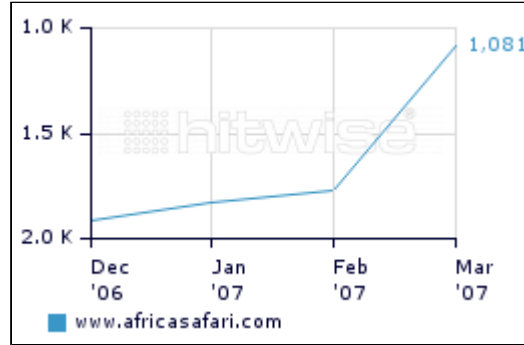
<http://www.wetwildorlando.com/>



732 places

Africa Safaris

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



685 places

The website of Wet 'n Wild Orlando contains information on discounts, rides, park information, tickets and special events.

This site provides a guide to Safaris in Africa. Users can search by tour operator, country and time of year.

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 Session Duration'. 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.