

# Hitwise Monthly Category Report - Travel

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

Traffic Distribution Analysis

38.40% of all visits to the online 'Travel' industry went to the top 10 websites for the month of June, 2007. 48.00% went to the top 20 websites and 69.72% went to the top 100 websites.

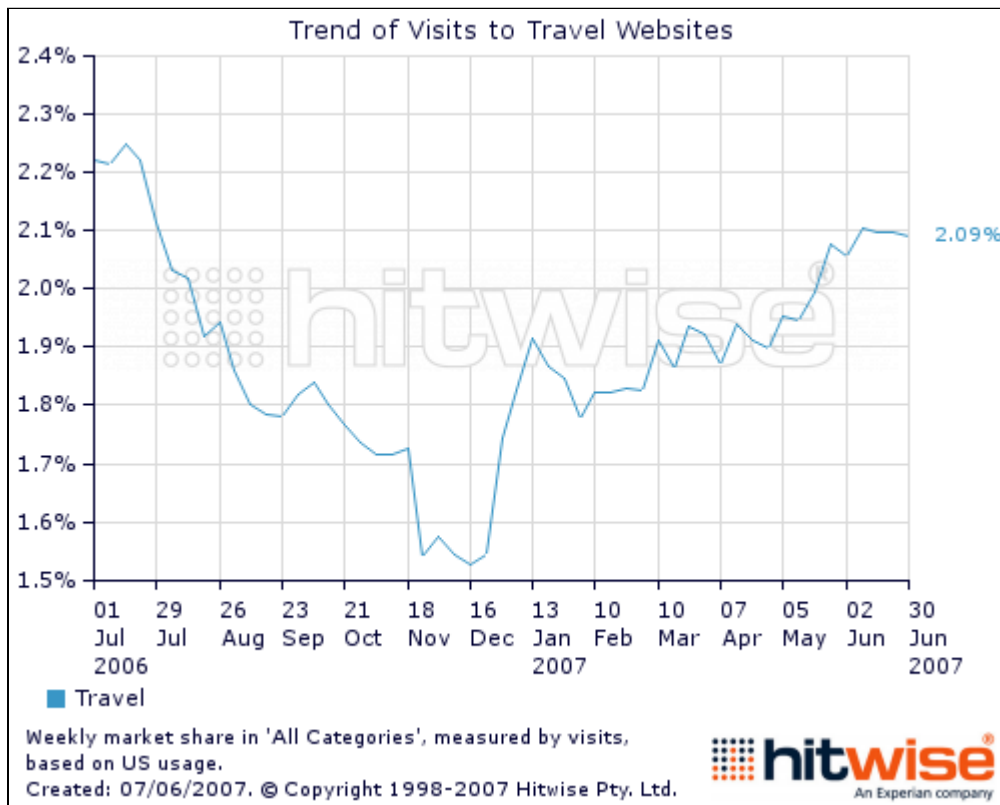
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 36 seconds for the month of June, 2007. This is a minimal increase from last months average visit duration of 8 minutes, 22 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, 2007 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since May, 2007.

Websites that entered the Top 100 were:

May, 2007 Rank	June, 2007 Rank	Website	Domain
168	61	Cheaptickets Cruises	cruises.cheaptickets.com
232	66	Away.com	www.away.com
101	91	Cedar Point	www.cedarpoint.com
108	98	Trails.com	www.trails.com
103	99	Thrifty Car Rental	www.thrifty.com

Websites that have left the Top 100 were:

May, 2007 Rank	June, 2007 Rank	Website	Domain
32	248	800Flight.com	www.800flight.com
63	103	Franceguide.com	www.franceguide.com
80	640	Destinia.com	www.destinia.com
93	111	Concierge.com	www.concierge.com
98	112	Union Pacific	www.up.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 June, 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: 11,321

Category Contribution Percentage: 2.09%

Rank	Website	Domain	Market Share	May '07	Apr '07	Mar '07
1.	MapQuest	www.mapquest.com	13.33%	1	1	1
2.	Google Maps	maps.google.com	4.33%	2	3	4
3.	Yahoo! Maps	maps.yahoo.com	3.55%	3	2	3
4.	Expedia	www.expedia.com	3.47%	4	4	2
△	5. Travelocity	www.travelocity.com	2.71%	7	7	6
6.	Southwest Airlines	www.southwest.com	2.70%	6	6	7
△	7. Cheap Tickets	www.cheaptickets.com	2.57%	8	5	8
△	8. Orbitz	www.orbitz.com	2.50%	9	8	5
▽	9. Priceline.com	www.priceline.com	1.74%	5	9	9
10.	Yahoo! Travel	travel.yahoo.com	1.50%	10	10	10
△	11. Hotels.com	www.hotels.com	1.23%	12	14	13
△	12. Local Live	local.live.com	1.12%	13	23	16
▽	13. American Airlines	www.aa.com	1.10%	11	11	11
14.	Hotwire	www.hotwire.com	1.05%	14	13	15
15.	Delta Air Lines	www.delta.com	1.04%	15	12	12
△	16. Travelzoo Top 20	www.top20.travelzoo.com	0.99%	44	82	81
▽	17. TripAdvisor	www.tripadvisor.com	0.97%	16	15	14
18.	Kayak	www.kayak.com	0.79%	18	19	20
△	19. US Airways	www.usairways.com	0.67%	20	20	18
△	20. United Airlines	www.united.com	0.65%	21	16	17

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 **06/30/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.59%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 304,202 search terms.

Rank	Search Term	Volume
1.	mapquest	3.59%
2.	map quest	1.18%
3.	maps	0.85%
4.	mapquest.com	0.80%
5.	southwest airlines	0.56%
6.	driving directions	0.51%
7.	travelocity	0.49%
8.	expedia	0.43%
9.	orbitz	0.34%
10.	google earth	0.33%
11.	www.mapquest.com	0.33%
12.	expedia.com	0.31%
13.	american airlines	0.31%
14.	airline tickets	0.29%
15.	map	0.27%
16.	amtrak	0.26%
17.	hotels.com	0.25%
18.	cheap tickets	0.25%
19.	directions	0.24%
20.	cheap airline tickets	0.24%
21.	google maps	0.23%
22.	delta airlines	0.22%
23.	hotels	0.22%
24.	united airlines	0.21%
25.	mapquest driving directions	0.19%
26.	cheap flights	0.19%
27.	continental airlines	0.19%
28.	yahoo maps	0.17%
29.	google	0.17%
30.	northwest airlines	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 30.76% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of June, 2007 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.14% more upstream traffic from search engines than the internet average of 22.62%. The 'Travel' online industry sent 1.15% less downstream traffic to search engines than the internet average of 9.34%.

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

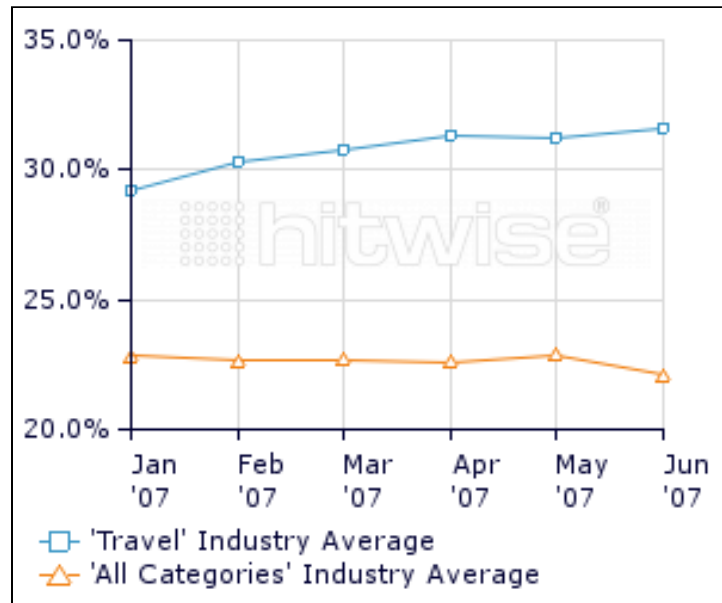
Rank	Website	Upstream Share
1.	Google	20.44%
2.	Yahoo! Search	5.55%
3.	MSN Search	2.76%
4.	Ask.com	0.70%
5.	AOL Search	0.29%
6.	My Web Search	0.29%
7.	Windows Live Search	0.28%
8.	Google Image Search	0.26%
9.	Dogpile	0.16%
10.	HP Search	0.04%

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

Rank	Website	Downstream Share
1.	Google	4.67%
2.	Yahoo! Search	1.30%
3.	MSN Search	0.58%
4.	Windows Live Search	0.36%
5.	Ask.com	0.24%
6.	AOL Search	0.23%
7.	Google Image Search	0.15%
8.	My Web Search	0.14%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.04%

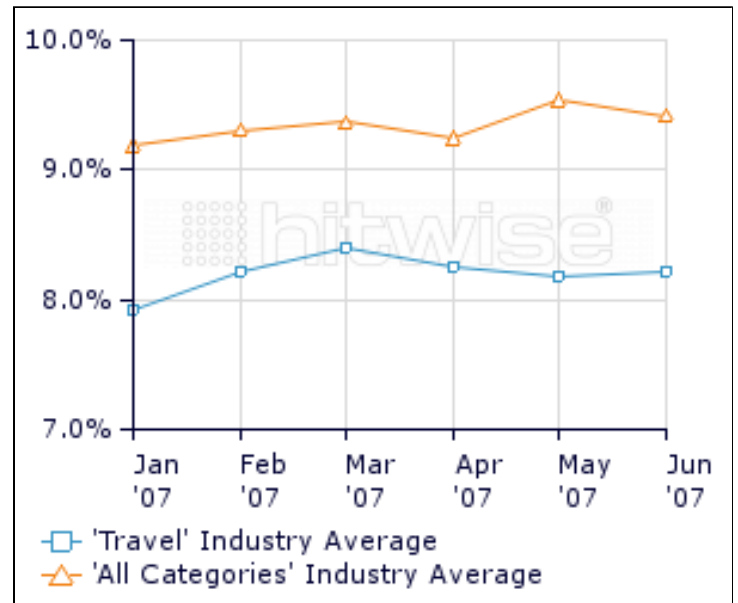
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 30.76% for the 6 months ending June, 2007



Downstream Search Engine Traffic Trend

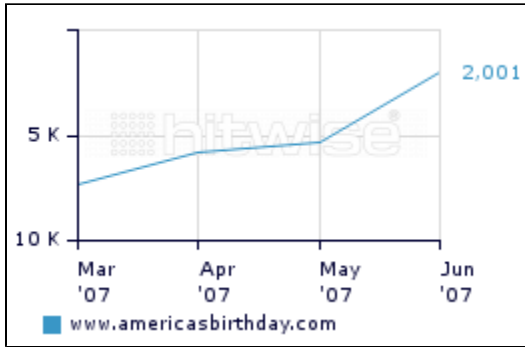
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.19% for the 6 months ending June, 2007



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 June, 2007.

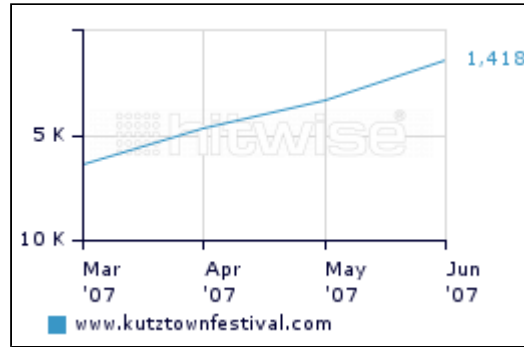
**Sunoco Welcome America! Festival**  
<http://www.americasbirthday.com/>



△ 3,292 places

This site features information on the Sunoco Welcome America! Festival, Philadelphia's annual Independence Day celebration.

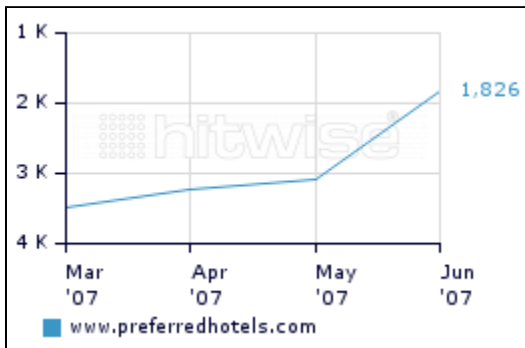
**www.kutztownfestival.com**  
<http://www.kutztownfestival.com/>



△ 1,928 places

No description

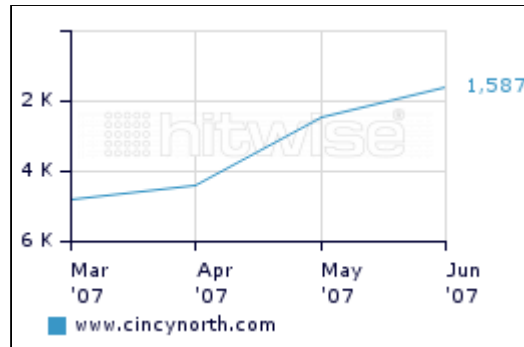
**Preferred Hotels**  
<http://www.preferredhotels.com/>



△ 1,244 places

Preferred Hotels and Resorts World Wide is a collection of the world's finest independent luxury hotels.

**Northern Cincinnati Convention & Visitors Bureau**  
<http://www.cincynorth.com/>



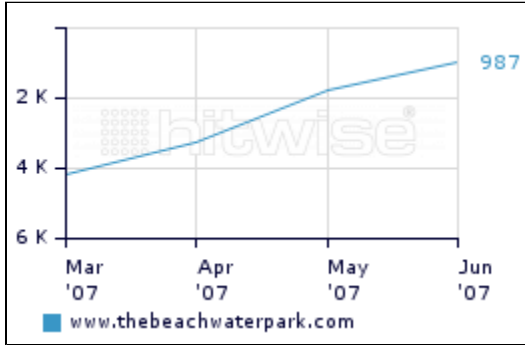
△ 878 places

This website has a wide range of tourist information on the Northern Cincinnati area.

Travel - Fast Movers (continued)

**The Beach Waterpark**

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

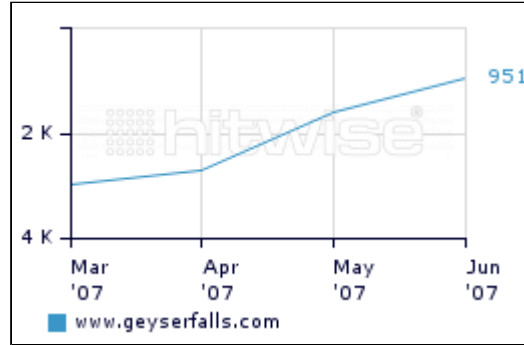


⚖ 798 places

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

**Geyser Falls Water Park**

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

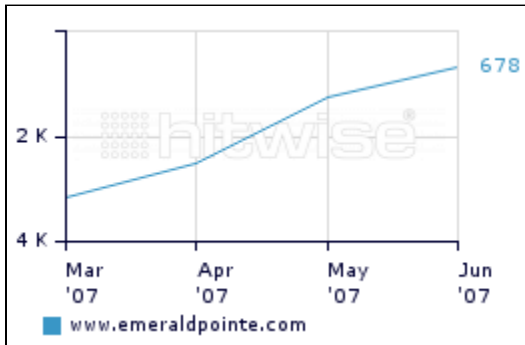


⚖ 646 places

The website for Geyser Falls Water Park has information for the theme park, including attractions, prices and directions.

**Wet 'n Wild Emerald Point**

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

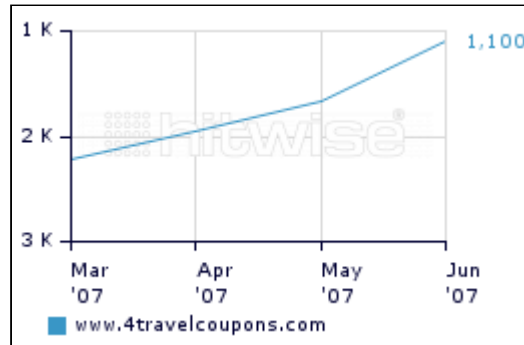


⚖ 588 places

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

**4TravelCoupons.com**

<http://www.4travelcoupons.com/>



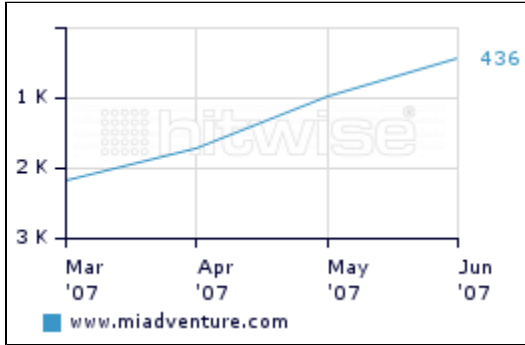
⚖ 567 places

4TravelCoupons.com features information on travel deals and coupons.



Travel - Fast Movers (continued)

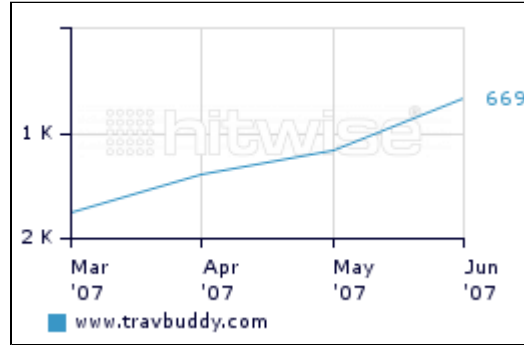
**www.miadventure.com**  
<http://www.miadventure.com/>



⚡ 520 places

No description

**TravelBuddy**  
<http://www.travbuddy.com/>



⚡ 490 places

TravelBuddy provides travel blogs and reviews.

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