



Hitwise Travel Category Report

Hitwise Custom Report for Travel





















Based on Hitwise United States data for the month of July, 2006

Hitwise United States
300 Park Avenue South
9th Floor
New York, NY, 10010
Phone: +1 (212) 380 2900
Fax: +1 (212) 380 2929



Travel - Website Ranks

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

Rank	Website	Domain	Market Share	Jun '06	May '06	Apr '06
1.	MapQuest	www.mapquest.com	13.41% 	1	1	1
2.	Expedia.com	www.expedia.com	5.19% 	2	3	2
3.	Yahoo! Maps	maps.yahoo.com	4.59% 	3	2	3
4.	Orbitz	www.orbitz.com	3.14% 	4	4	5
5.	Travelocity.com	www.travelocity.com	2.90% 	5	5	4
6.	Southwest Airlines	www.southwest.com	2.82% 	6	6	6
7.	Cheap Tickets	www.cheaptickets.com	2.24% 	7	7	7
8.	Google Maps	maps.google.com	1.80% 	8	8	8
9.	Priceline.com	www.priceline.com	1.60% 	9	9	9
10.	Yahoo! Travel	travel.yahoo.com	1.56% 	10	10	10
11.	Hotels.com	www.hotels.com	1.43% 	11	12	12
12.	American Airlines	www.aa.com	1.10% 	12	11	11
13.	TripAdvisor	www.tripadvisor.com	1.10% 	13	14	15
14.	Delta Air Lines	www.delta.com	1.01% 	14	13	13
△	Hotwire	www.hotwire.com	0.85% 	16	16	17
△	United Airlines	www.united.com	0.78% 	17	17	14
△	InterContinental Hotels Group	www.ichotelsgroup.com	0.73% 	19	22	23
18.	US Airways	www.usairways.com	0.73% 	18	24	25
▽	MSN Virtual Earth	virtualearth.msn.com	0.72% 	15	15	16
△	JetBlue Airways	www.jetblue.com	0.67% 	21	21	20

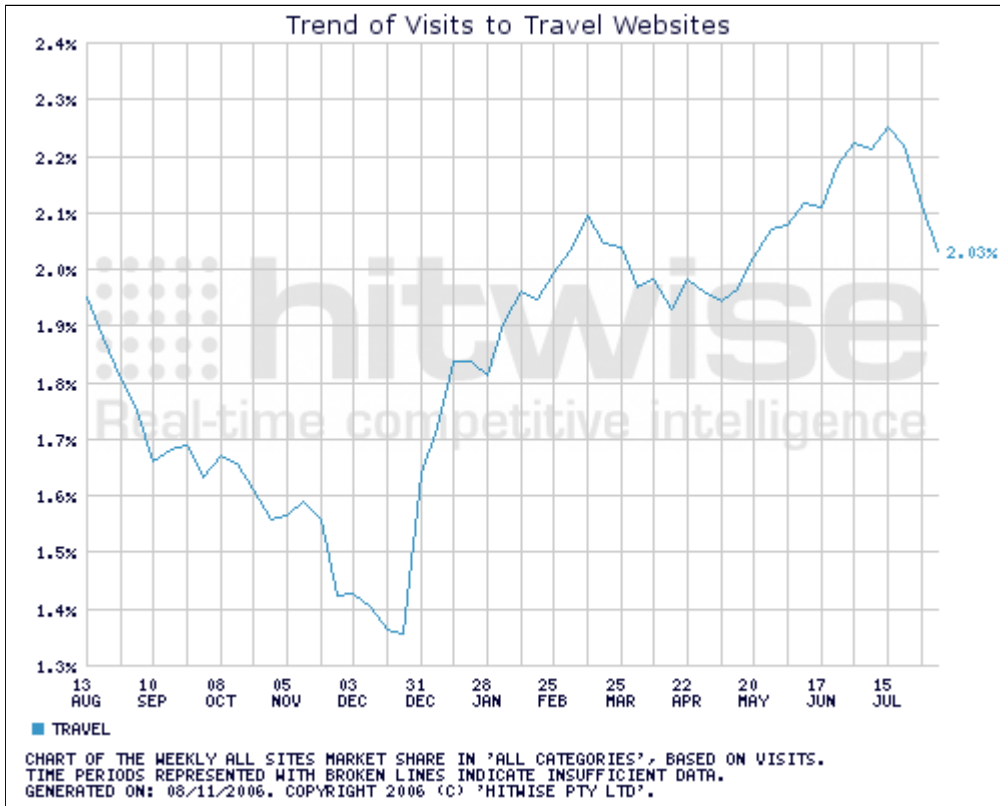
* Note: DNR = Did Not Rank

Note: Market Share is the percentage of all traffic received by a particular online industry or website.

Source: Hitwise (www.hitwise.com)



Travel Category - Weekly Market Share of Visits Chart
















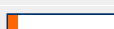


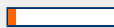



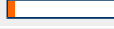







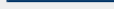

Note: Market Share is the percentage of all traffic received by a particular online industry or website.

Source: Hitwise (www.hitwise.com)



Travel Industry Search Terms

The following report lists the most popular terms typed into a search engine over the **4 weeks** ending **08/05/2006**, that resulted in traffic to websites classified by Hitwise within the **'Travel'** industry. For example, the most popular search term was **'mapquest'** representing **3.80%** of all search terms that delivered users to websites classified by Hitwise within the **'Travel'** industry.

Rank	Search Term	Volume	
1.	mapquest	3.80%	
2.	map quest	1.30%	
3.	maps	1.01%	
4.	mapquest.com	0.69%	
5.	southwest airlines	0.58%	
6.	travelocity	0.57%	
7.	driving directions	0.56%	
8.	expedia	0.52%	
9.	orbitz	0.46%	
10.	hotels	0.44%	
11.	google earth	0.37%	
12.	map	0.34%	
13.	american airlines	0.33%	
14.	airline tickets	0.33%	
15.	hotels.com	0.33%	
16.	directions	0.31%	
17.	expedia.com	0.30%	
18.	cheap tickets	0.28%	
19.	amtrak	0.27%	
20.	www.mapquest.com	0.25%	
21.	travel	0.24%	
22.	united airlines	0.24%	
23.	airlines	0.24%	
24.	yahoo maps	0.22%	
25.	cheap airline tickets	0.21%	
26.	delta airlines	0.21%	
27.	continental airlines	0.19%	
28.	priceline	0.19%	
29.	car rental	0.19%	
30.	southwest	0.18%	

* Note: N/A = Not Available for display due to decile cutoff
 Source: Hitwise (www.hitwise.com)

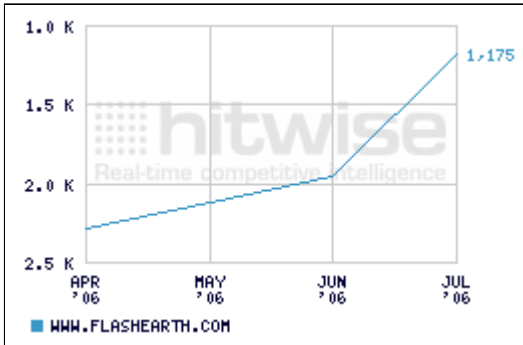


Travel - Fast Movers

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 July, 2006.

FlashEarth

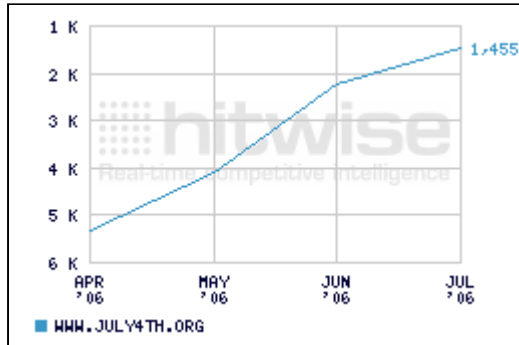
<http://www flashearth.com/>



▲ 782 places

Boston's Fourth of July Celebrations

<http://www.july4th.org/>



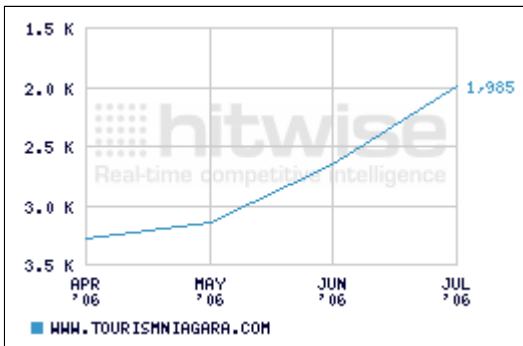
▲ 786 places

FlashEarth is a GoogleEarth type map application which can be used online without downloads.

This site features information on Boston's Fourth of July Celebrations and includes a behind the scenes section and general event info.

Tourism Niagara

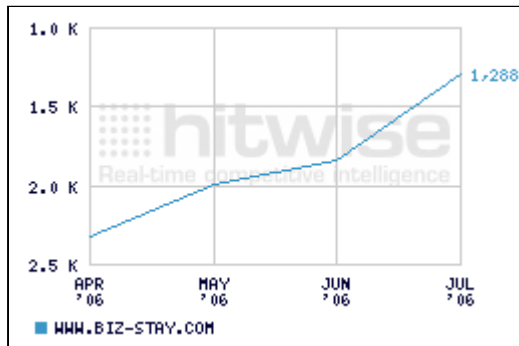
<http://www.tourismniagara.com/>



▲ 672 places

Biz-stay.com

<http://www.biz-stay.com/>



▲ 550 places

Niagara's official tourism site with links to major attractions and many accommodations.

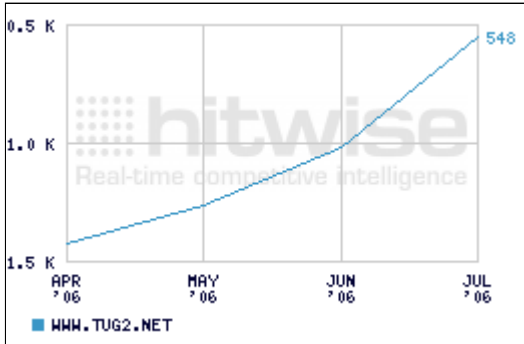
Biz-stay.com is an online comprehensive directory for information on extended stay lodging.



Travel - Fast Movers (continued)

Timeshare User's Group

<http://www.tug2.net/>

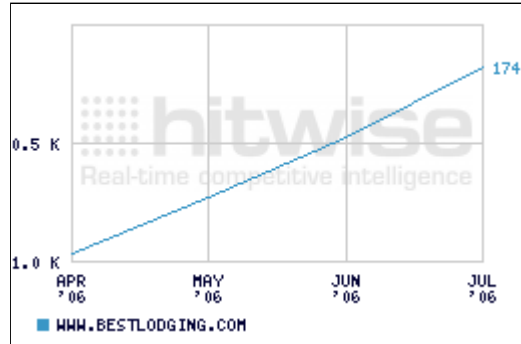


⚖ 466 places

No description

Best Lodging

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

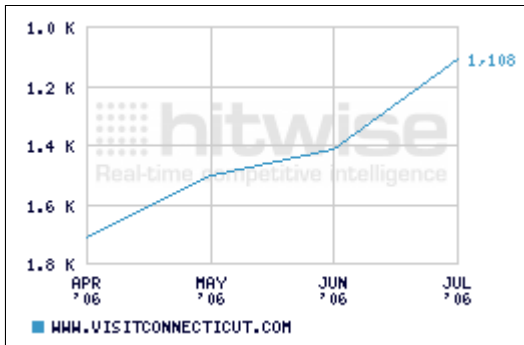


⚖ 301 places

Best Lodging provides information and photos of Hotels, Beds & Breakfasts, Inns, Resorts, Motels and Vacation rentals from all around the world.

Visit New England

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

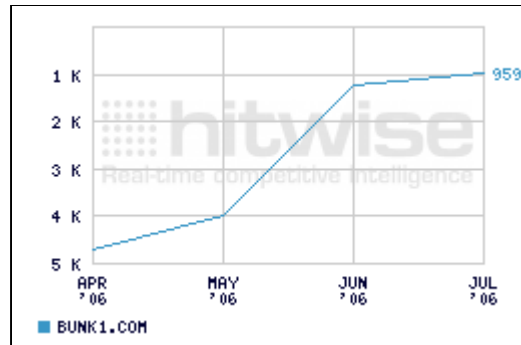


⚖ 307 places

This website contains tourist information for visitors to New England and Connecticut.

bunk1.com

<http://bunk1.com/>



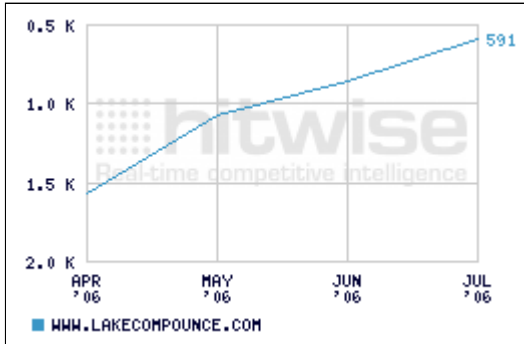
⚖ 288 places

No description



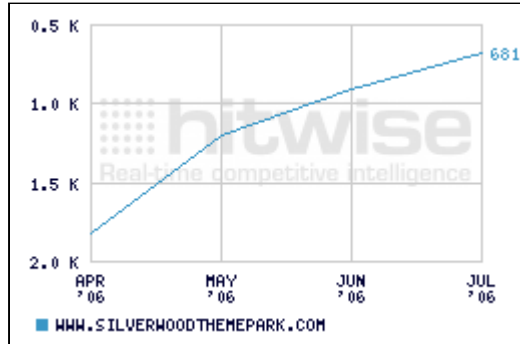
Travel - Fast Movers (continued)

Lake Compounce Theme Park
<http://www.lakecompounce.com/>



🏠 261 places

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



🏠 231 places

This site features information on New England's, Lake Compounce Theme Park and its various rides, attractions and events.

No description

Source: Hitwise (www.hitwise.com)