

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

36.09% of all visits to the online 'Travel' industry went to the top 10 websites for the month of March, 2008. 45.54% went to the top 20 websites and 67.20% went to the top 100 websites.

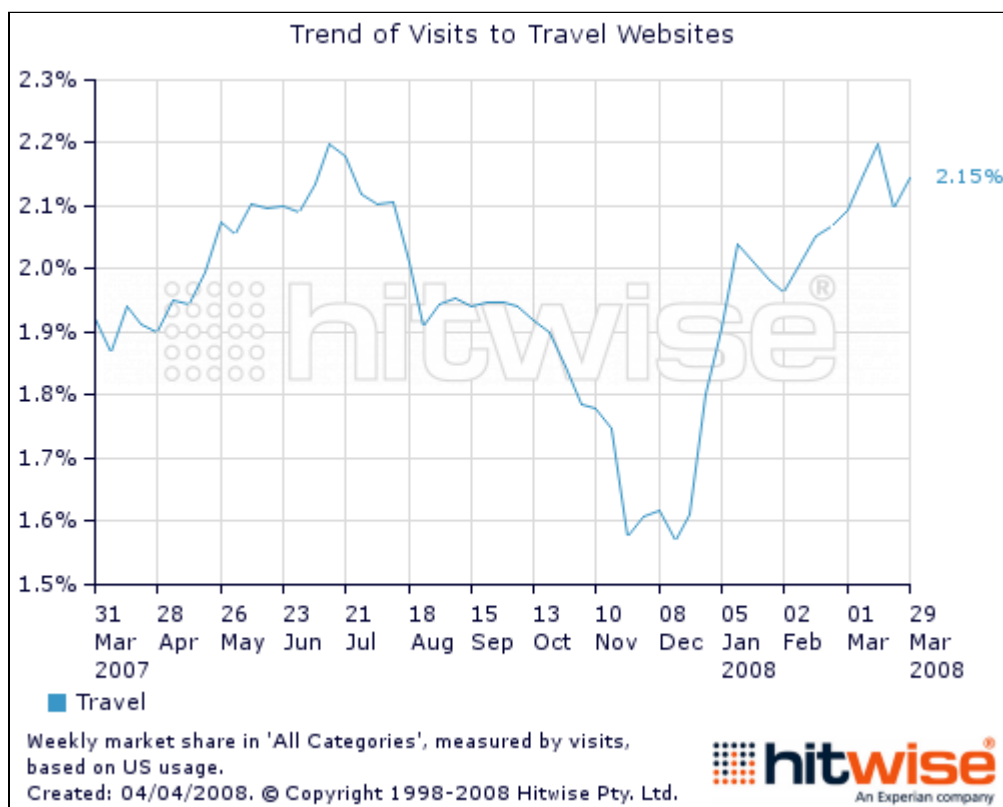
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 55 seconds for the month of March, 2008. This is a minimal increase from last months average visit duration of 9 minutes, 44 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, 2008 based on visits was 12.0%, which means that 12 websites in this industry's Top 100 rankings have changed since February, 2008.

Websites that entered the Top 100 were:

February, 2008 Rank	March, 2008 Rank	Website	Domain
108	60	Six Flags	www.sixflags.com
150	63	Franceguide.com	www.franceguide.com
242	73	Travelzoo Top 20	www.top20.travelzoo.com
151	79	Onetravel.com	www.onetravel.com
114	81	Travelation	www.travelation.com
189	86	Asiarooms.com	www.asiarooms.com
115	91	EzDrivingDirections	www.ezdrivingdirections.com
110	92	Maps.com	www.maps.com
126	94	Cheap Air, Inc	www.cheapair.com
101	96	Virtually There	www.virtuallythere.com
DNR	99	AOL - MapQuest	atlas.mapquest.com
107	100	Hotel-Guides.us	www.hotel-guides.us

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

February, 2008 Rank	March, 2008 Rank	Website	Domain
76	103	res99.com Booking Application	www.res99.com
77	113	TripCheck	www.tripcheck.com
78	110	Starwood	www.starwoodhotels.com
86	106	Hotels and Discounts	www.hotels-and-discounts.com
91	122	SouthWest Vacations	www.swavacations.com
92	144	Resort Vacations To Go	www.resortvacationstogo.com
93	102	Frommer's Travel Guides	www.frommers.com
94	116	Union Pacific	www.up.com
95	101	BookAirlineTickets.com	www.bookairlinetickets.com
96	115	Apple Vacations	www.applevacations.com
97	136	MGM Mirage - Reservations	reservations.mgmmirage.com
100	112	YTB.com	www.ytb.com

* Note: DNR = Did Not Rank

Source: Hitwise

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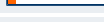
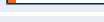
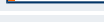


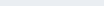
Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of March, 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: 10,734

Category Contribution Percentage: 2.15%

Rank	Website	Domain	Market Share	Feb '08	Jan '08	Dec '07
1.	MapQuest	www.mapquest.com	12.00% 	1	1	1
2.	Google Maps	maps.google.com	5.94% 	2	2	2
3.	Expedia	www.expedia.com	3.52% 	3	3	5
4.	Yahoo! Maps	maps.yahoo.com	3.20% 	4	4	3
5.	Southwest Airlines	www.southwest.com	2.87% 	5	5	4
6.	Travelocity	www.travelocity.com	2.58% 	6	6	6
7.	Orbitz	www.orbitz.com	1.89% 	7	7	7
8.	Priceline.com	www.priceline.com	1.52% 	8	8	9
△	9. Cheap Tickets	www.cheaptickets.com	1.35% 	10	9	8
▽	10. Yahoo! Travel	travel.yahoo.com	1.21% 	9	10	11
△	11. American Airlines	www.aa.com	1.21% 	12	11	10
▽	12. Hotwire	www.hotwire.com	1.16% 	11	14	17
△	13. Delta Air Lines	www.delta.com	1.04% 	14	13	12
▽	14. TripAdvisor	www.tripadvisor.com	1.04% 	13	12	15
	15. Kayak	www.kayak.com	0.97% 	15	16	19
	16. Hotels.com	www.hotels.com	0.93% 	16	20	24
	17. Local Live	local.live.com	0.88% 	17	17	13
△	18. VacationsToGo.com	www.vacationstogo.com	0.77% 	22	23	28
	19. Northwest Airlines	www.nwa.com	0.75% 	19	19	14
△	20. United Airlines	www.united.com	0.70% 	21	21	16

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 **03/29/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.52%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 207,553 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.52%	
2.	map quest	1.34%	
3.	maps	0.89%	
4.	mapquest.com	0.72%	
5.	southwest airlines	0.63%	
6.	driving directions	0.61%	
7.	travelocity	0.52%	
8.	expedia	0.51%	
9.	google earth	0.45%	
10.	mapquest driving directions	0.39%	
11.	google maps	0.37%	
12.	american airlines	0.35%	
13.	directions	0.33%	
14.	orbitz	0.30%	
15.	www.mapquest.com	0.28%	
16.	expedia.com	0.28%	
17.	delta airlines	0.27%	
18.	cheap tickets	0.25%	
19.	map	0.24%	
20.	continental airlines	0.23%	
21.	united airlines	0.23%	
22.	amtrak	0.23%	
23.	priceline	0.23%	
24.	airline tickets	0.23%	
25.	yahoo maps	0.21%	
26.	cheap flights	0.21%	
27.	hotels.com	0.20%	
28.	cheap airline tickets	0.19%	
29.	priceline.com	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 32.94% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of March, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 7.75% more upstream traffic from search engines than the internet average of 25.19%. The 'Travel' online industry sent 1.74% less downstream traffic to search engines than the internet average of 9.84%.

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

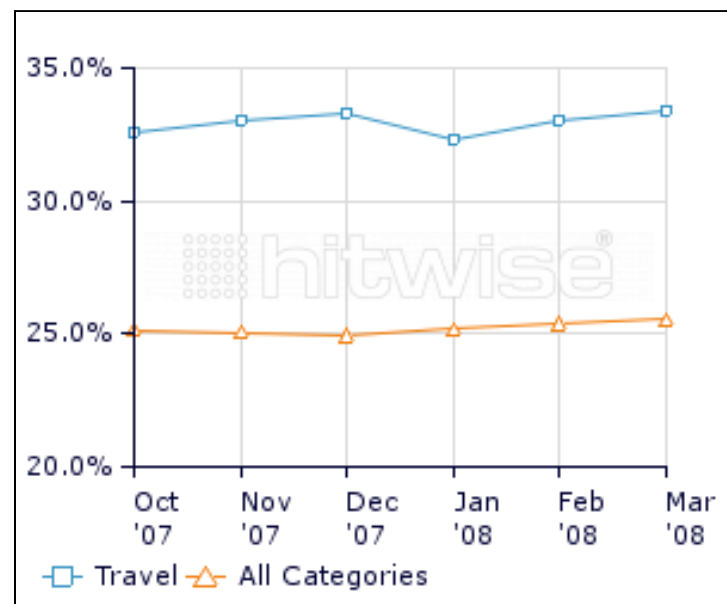
Rank	Website	Upstream Share
1.	Google	22.82%
2.	Yahoo! Search	5.42%
3.	MSN Search	1.82%
4.	Ask.com	0.82%
5.	Windows Live Search	0.61%
6.	My Web Search	0.31%
7.	Google Image Search	0.30%
8.	AOL Search	0.20%
9.	Dogpile	0.15%
10.	Blingo	0.08%

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

Rank	Website	Downstream Share
1.	Google	5.21%
2.	Yahoo! Search	1.15%
3.	Ask.com	0.29%
4.	MSN Search	0.29%
5.	Windows Live Search	0.23%
6.	Google Image Search	0.21%
7.	My Web Search	0.11%
8.	AOL Search	0.11%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.04%

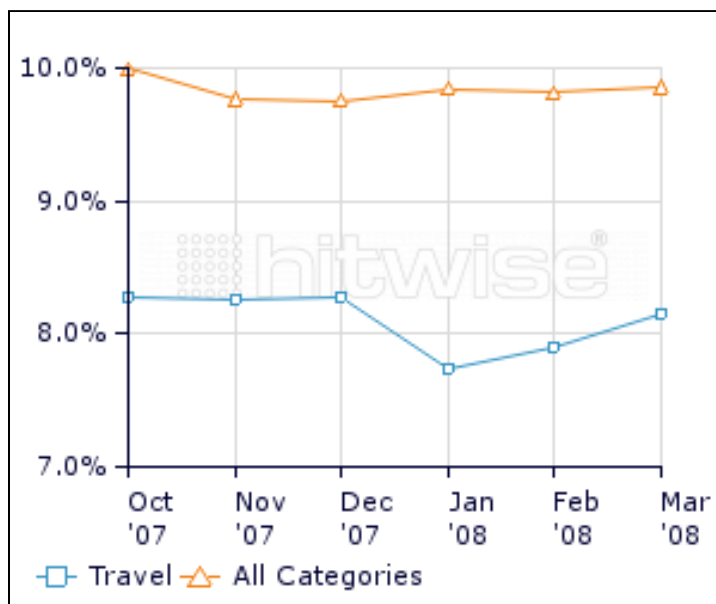
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 32.94% for the 6 months ending March, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.09% for the 6 months ending March, 2008

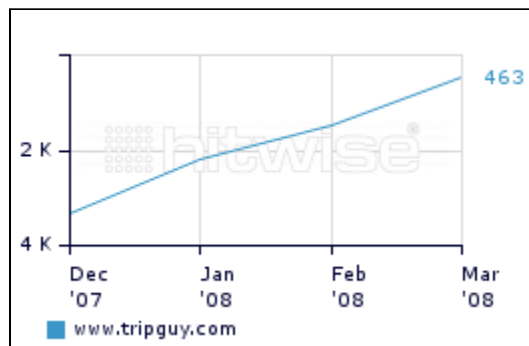


Travel - Fast Movers

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, 2008.

TripGuy Travel

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

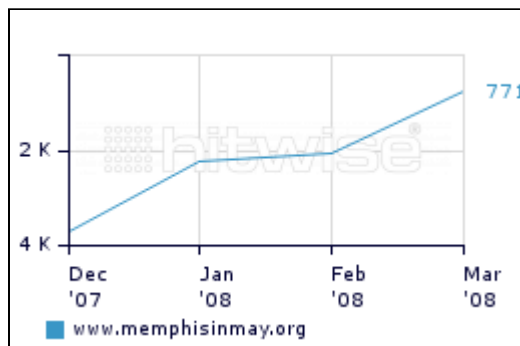


△ 1,023 places

TripGuy Travel resells discount travel packages.

Memphis in May

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

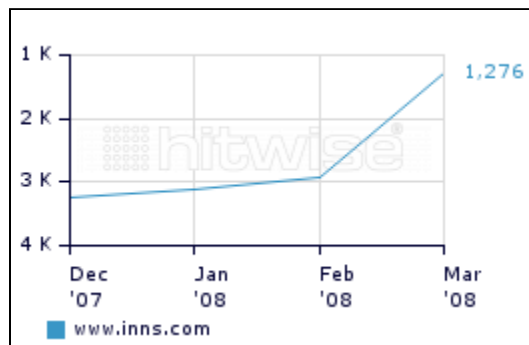


△ 1,297 places

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

Inns.com

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

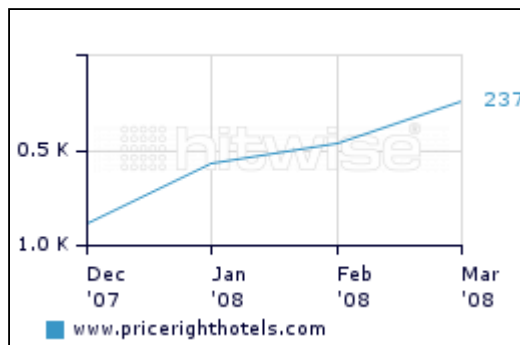


△ 1,651 places

Inns.com is a global directory of hotels, inns and bed and breakfasts. The database of lodging accommodations includes photos, descriptions, and amenities reviews.

PriceRightHotels.com

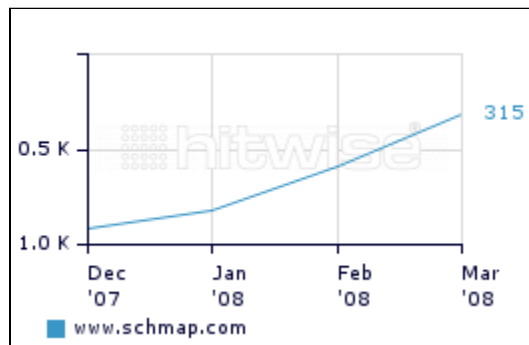
<http://www.pricerighthotels.com/>



△ 230 places

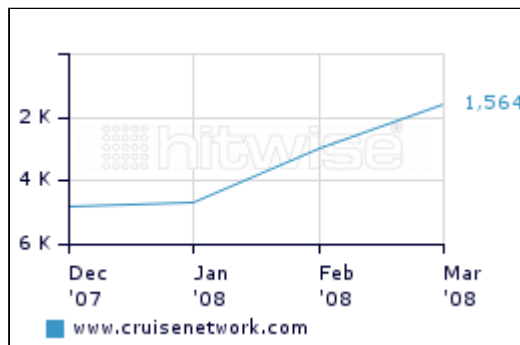
PriceRightHotels.com features information and a search engine for hotels throughout America.

Travel - Fast Movers (continued)

Schmap<http://www.schmap.com/>

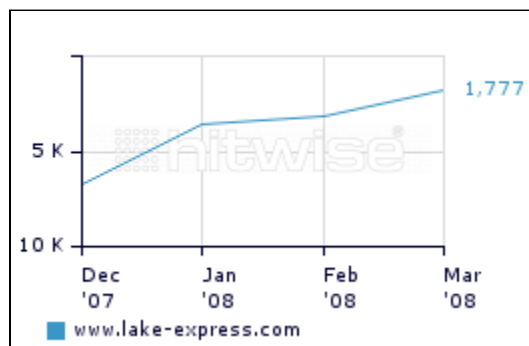
278 places

The Schmap player is a freeware application that allows users to view interactive Schmap guide maps.

The Cruise Network<http://www.cruisenetwork.com/>

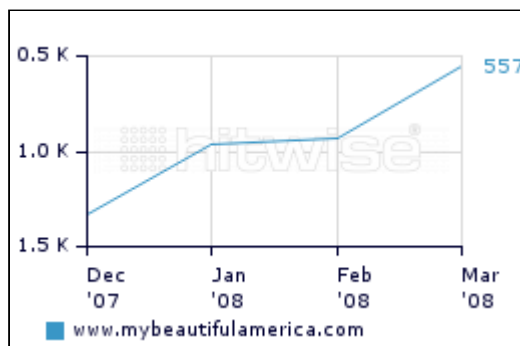
1,404 places

The Cruise Network provides information on cruises, destination and shore excursions.

Lake Express High Speed Ferry<http://www.lake-express.com/>

1,338 places

This site features information on the Lake Express High Speed Ferry, which crosses Lake Michigan between Milwaukee and Muskegon.

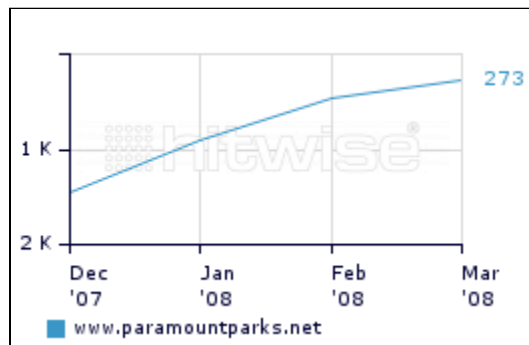
My Beautiful America<http://www.mybeautifulamerica.com/>

371 places

My Beautiful America is dedicated to beautiful country of America and its various destinations.

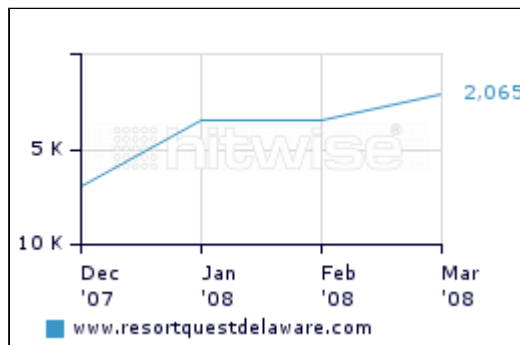
Travel - Fast Movers (continued)

Paramount Parks

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

182 places

www.resortquestdelaware.com

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

1,420 places

Paramount Parks is one of the world's leading developers and operators of theme parks and location-based entertainment. The site provides news and information on its theme parks and entertainment facilities.

No description

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 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.