

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

36.99% of all visits to the online 'Travel' industry went to the top 10 websites for the month of April, 2008. 46.56% went to the top 20 websites and 67.85% went to the top 100 websites.

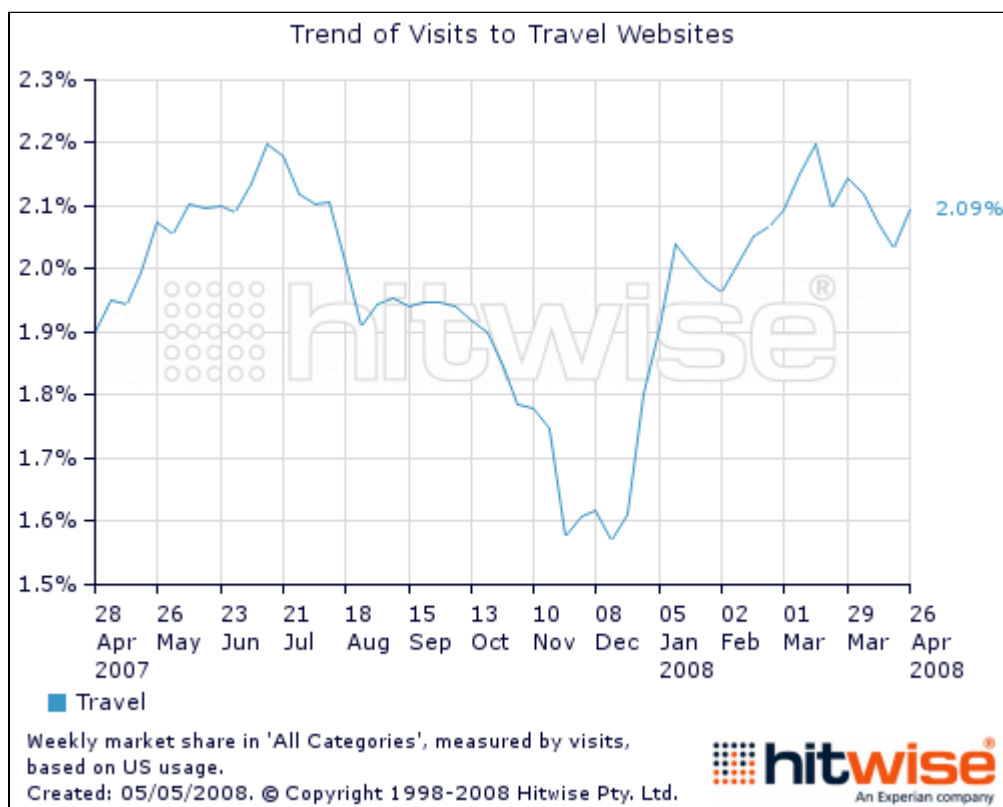
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 49 seconds for the month of April, 2008. This is a minimal decrease from last months average visit duration of 9 minutes, 55 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 April, 2008 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since March, 2008.

Websites that entered the Top 100 were:

March, 2008 Rank	April, 2008 Rank	Website	Domain
133	64	Holiday Kerala	www.holiday2kerala.com
152	87	AOL Travel	travel.channel.aol.com
120	88	Trails.com	www.trails.com
106	90	Hotels and Discounts	www.hotels-and-discounts.com
167	92	IgoUgo	www.igougo.com
110	93	Starwood	www.starwoodhotels.com
151	94	Shermans Travel - QuickSearch	quicksearch.shermanstravel.com
119	98	Norfolk Southern	www.nscorp.com
107	99	Disney Parks	disneyarks.disney.go.com
123	100	VirtualTourist	www.virtualtourist.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

March, 2008 Rank	April, 2008 Rank	Website	Domain
33	169	Bharat Visit	www.bharatvisit.com
48	172	TopTourPlace.com	www.toptourplace.com
55	154	Skybus	www.skybus.com
56	DNR	www.escapewizard.com	www.escapewizard.com
73	147	Travelzoo Top 20	www.top20.travelzoo.com
86	361	Asiarooms.com	www.asiarooms.com
94	114	Cheap Air, Inc	www.cheapair.com
97	103	Travel.ian.com Booking Application	travel.ian.com
98	101	Interval International	www.intervalworld.com
99	DNR	atlas.mapquest.com	atlas.mapquest.com

* Note: DNR = Did Not Rank

Source: Hitwise

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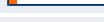
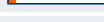
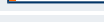


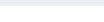
Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of April, 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: 10,559

Category Contribution Percentage: 2.07%

Rank	Website	Domain	Market Share	Mar '08	Feb '08	Jan '08
1.	MapQuest	www.mapquest.com	12.38% 	1	1	1
2.	Google Maps	maps.google.com	6.68% 	2	2	2
△	3. Yahoo! Maps	maps.yahoo.com	3.35% 	4	4	4
▽	4. Expedia	www.expedia.com	3.15% 	3	3	3
5.	Southwest Airlines	www.southwest.com	2.72% 	5	5	5
6.	Travelocity	www.travelocity.com	2.53% 	6	6	6
7.	Orbitz	www.orbitz.com	1.93% 	7	7	7
8.	Priceline.com	www.priceline.com	1.57% 	8	8	8
9.	Cheap Tickets	www.cheaptickets.com	1.37% 	9	10	9
10.	Yahoo! Travel	travel.yahoo.com	1.29% 	10	9	10
11.	American Airlines	www.aa.com	1.22% 	11	12	11
12.	Hotwire	www.hotwire.com	1.21% 	12	11	14
△	13. TripAdvisor	www.tripadvisor.com	1.08% 	14	13	12
▽	14. Delta Air Lines	www.delta.com	1.07% 	13	14	13
15.	Kayak	www.kayak.com	1.01% 	15	15	16
16.	Hotels.com	www.hotels.com	0.92% 	16	16	20
17.	Local Live	local.live.com	0.89% 	17	17	17
18.	VacationsToGo.com	www.vacationstogo.com	0.74% 	18	22	23
19.	Northwest Airlines	www.nwa.com	0.73% 	19	19	19
△	20. JetBlue Airways	www.jetblue.com	0.71% 	24	18	18

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 **04/26/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.65%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 187,452 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.65%	
2.	map quest	1.42%	
3.	maps	0.93%	
4.	driving directions	0.68%	
5.	southwest airlines	0.67%	
6.	mapquest.com	0.65%	
7.	expedia	0.51%	
8.	travelocity	0.51%	
9.	google maps	0.43%	
10.	google earth	0.42%	
11.	mapquest driving directions	0.40%	
12.	american airlines	0.38%	
13.	directions	0.36%	
14.	orbitz	0.31%	
15.	delta airlines	0.29%	
16.	www.mapquest.com	0.28%	
17.	amtrak	0.26%	
18.	map	0.25%	
19.	cheap tickets	0.25%	
20.	yahoo maps	0.24%	
21.	expedia.com	0.24%	
22.	united airlines	0.24%	
23.	continental airlines	0.23%	
24.	priceline	0.22%	
25.	airline tickets	0.21%	
26.	hotels.com	0.20%	
27.	cheap flights	0.20%	
28.	cheap airline tickets	0.19%	
29.	us airways	0.19%	
30.	priceline.com	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 33.17% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of April, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 7.97% more upstream traffic from search engines than the internet average of 25.20%. The 'Travel' online industry sent 1.72% less downstream traffic to search engines than the internet average of 9.81%.

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

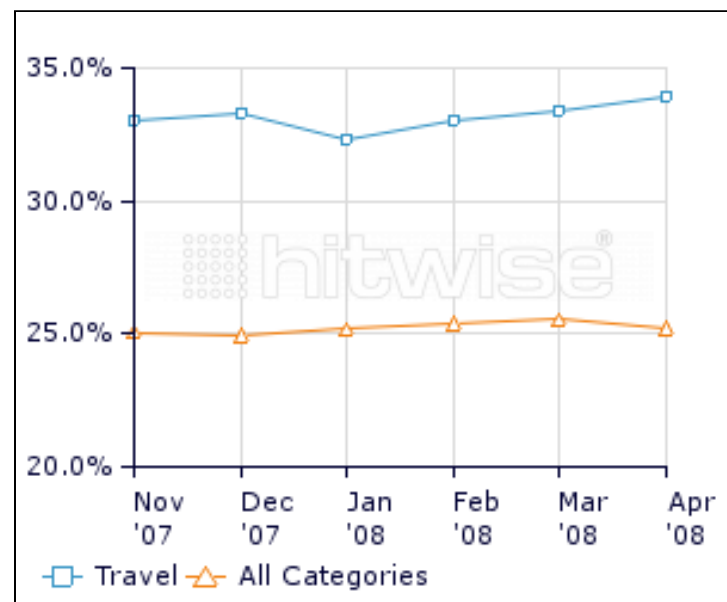
Rank	Website	Upstream Share
1.	Google	23.31%
2.	Yahoo! Search	5.48%
3.	MSN Search	1.72%
4.	Ask.com	0.89%
5.	Windows Live Search	0.56%
6.	Google Image Search	0.31%
7.	My Web Search	0.28%
8.	AOL Search	0.20%
9.	Dogpile	0.15%
10.	ToseekA	0.07%

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

Rank	Website	Downstream Share
1.	Google	5.27%
2.	Yahoo! Search	1.13%
3.	Ask.com	0.31%
4.	MSN Search	0.28%
5.	Windows Live Search	0.22%
6.	Google Image Search	0.22%
7.	AOL Search	0.17%
8.	My Web Search	0.11%
9.	Dogpile	0.05%
10.	Usseek.com	0.03%

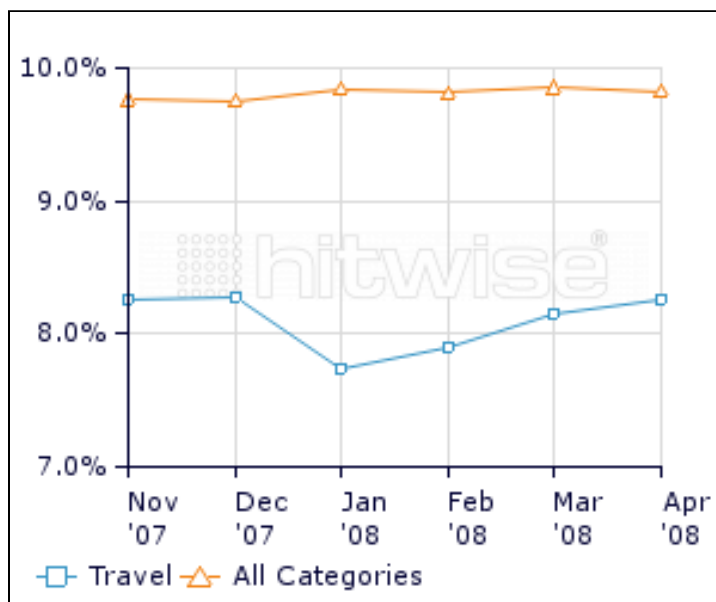
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 33.17% for the 6 months ending April, 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 April, 2008

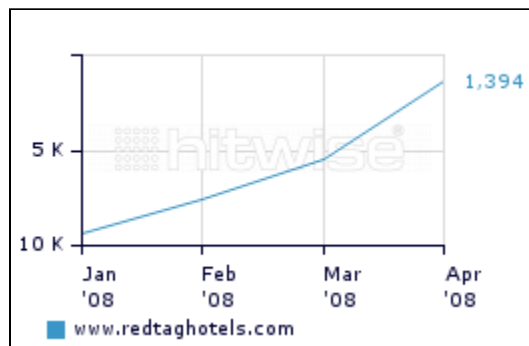


Travel - Fast Movers

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 April, 2008.

RedTagHotels.com

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

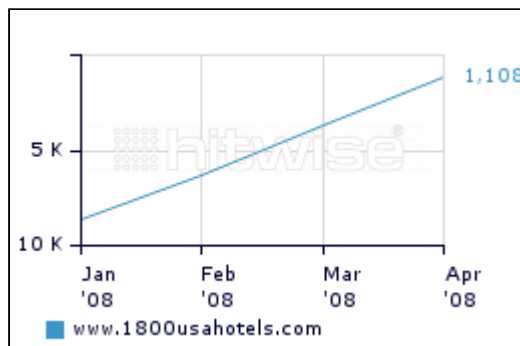


△ 4,093 places

RedTagHotels.com offers budget hotels, motels and lodging, as well as discounted air travel and car rentals.

1800 USA Hotels

<http://www.1800usahotels.com/>

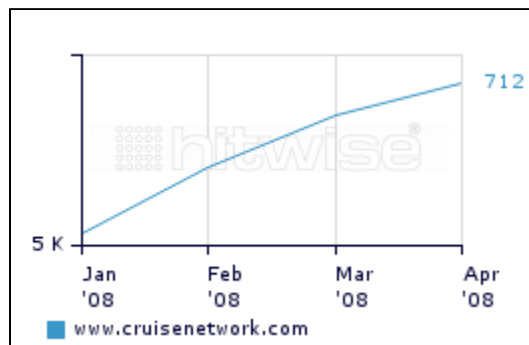


△ 2,565 places

1800 USA Hotels features a database of hotels and offers online travel reservation services.

The Cruise Network

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

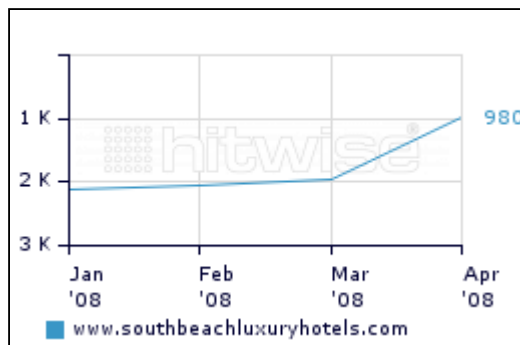


△ 852 places

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

South Beach Luxury Hotels

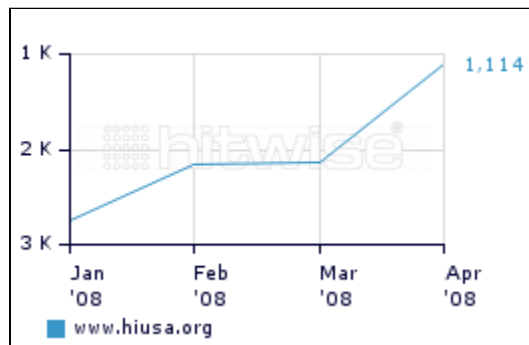
<http://www.southbeachluxuryhotels.com/>



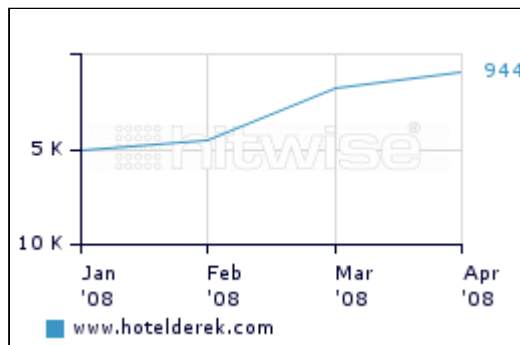
△ 964 places

South Beach Luxury Hotels is an agency offering hotels in Miami's South Beach area. Features of the site includes viewing luxury hotel of the month, listings of all hotels, searching hotels and conference planning.

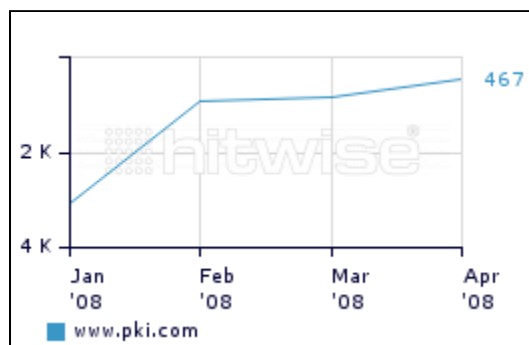
Travel - Fast Movers (continued)

Hostelling International USA
<http://www.hiusa.org/>

1,012 places

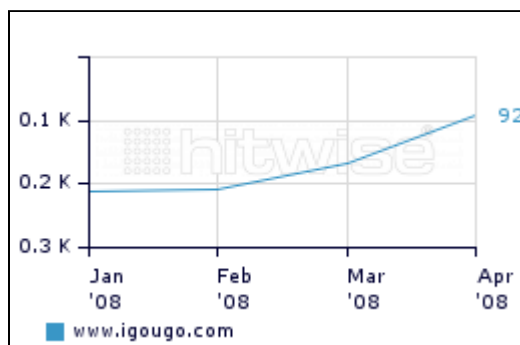
Hostelling International USA offers a network of quality, budget hostel accommodations. This website contains information regarding membership, hostels, reservations, programs, and travel resources.

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

811 places

No description

Paramount's King's Island
<http://www.pki.com/>

384 places

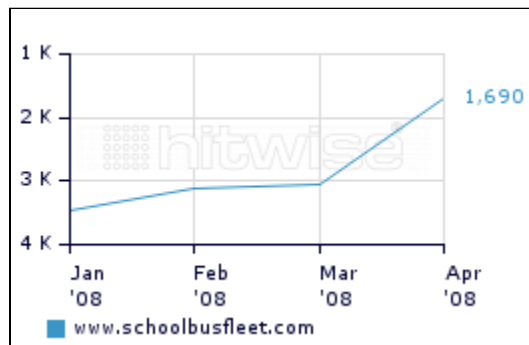
Promotion for Paramount Studios' theme parks.

IgoUgo
<http://www.igougo.com/>

75 places

IgoUgo is a community of real people sharing travel experiences. The website features travel guides, photo galleries and a message centre.

Travel - Fast Movers (continued)

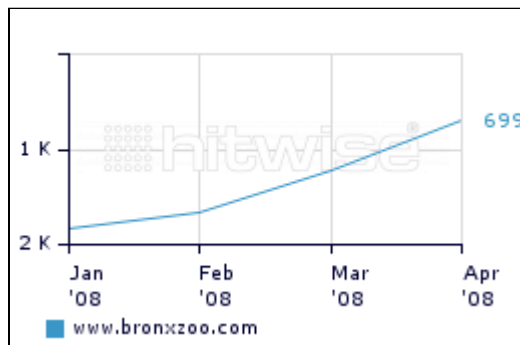
School Bus Fleet

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

1,356 places

No description

Bronx Zoo

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

519 places

This is the website of the Bronx Zoo and features information on the Zoo and its animals, events and educational services.

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.