

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Annual Categorization Audit - 2008

Each year, we audit the Hitwise service to ensure that our categorization structure and data represent the online environment as accurately as possible. As a result, from July 6, 2008, there may be changes in traffic trends of some reports. If you have any further questions, please contact your Account Manager or Hitwise Customer Support.

Traffic Distribution Analysis

36.97% of all visits to the online 'Travel' industry went to the top 10 websites for the month of July, 2008. 46.04% went to the top 20 websites and 67.08% went to the top 100 websites.

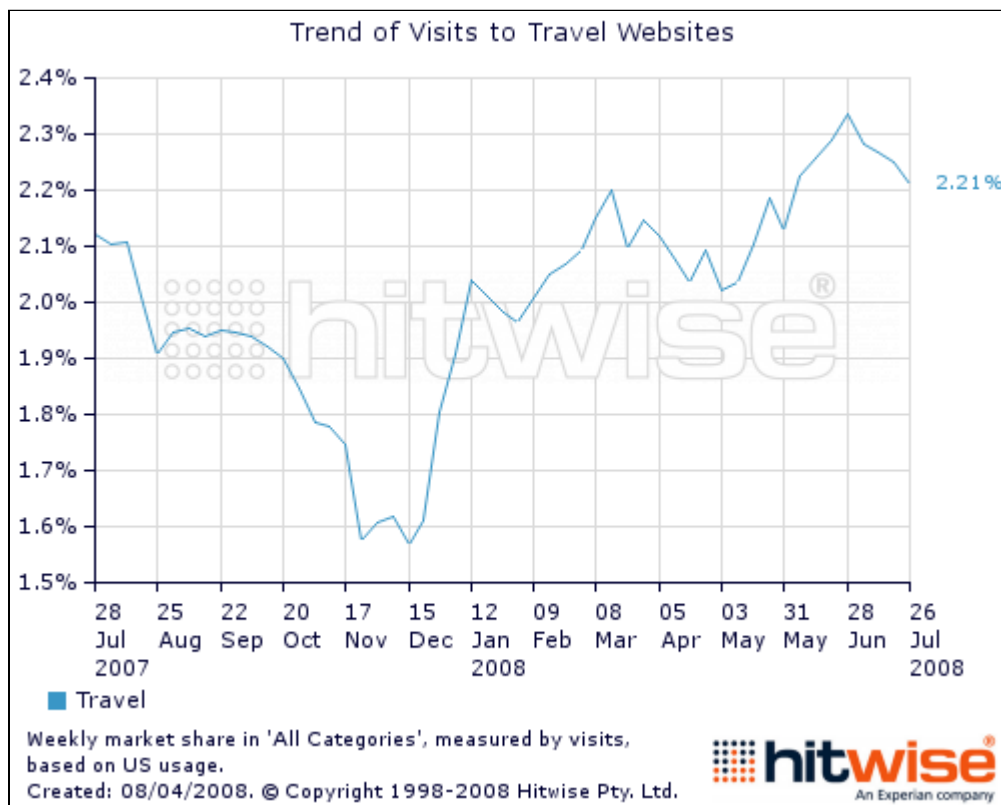
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 15 seconds for the month of July, 2008. This is a minimal decrease from last months average visit duration of 10 minutes, 2 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 July, 2008 based on visits was 11.0%, which means that 11 websites in this industry's Top 100 rankings have changed since June, 2008.

Websites that entered the Top 100 were:

June, 2008 Rank	July, 2008 Rank	Website	Domain
246	62	Travelzoo Top 20	www.top20.travelzoo.com
109	76	Zvents	www.zvents.com
104	82	Shermans Travel - QuickSearch	quicksearch.shermanstravel.com
110	87	Starwood	www.starwoodhotels.com
144	88	OpenList.com	www.openlist.com
127	89	Smart Fares	www.smartfares.com
DNR	90	Holiday 2 Chennai	www.holiday2chennai.com
DNR	94	Weekend Getaways	www.weekendgateways.biz
103	97	res99.com Booking Application	www.res99.com
107	99	AOL Travel	travel.channel.aol.com
DNR	100	Cultural India	www.cultural-india.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

June, 2008 Rank	July, 2008 Rank	Website	Domain
74	107	Disneyland Resort	disneyland.disney.go.com
79	102	Where Are You Now (WAYN)	www.whereareyounow.com
86	337	VFM Interactive	www.vfmii.com
87	109	Burlington Northern Santa Fe Railway	www.bnsf.com
91	103	Norwegian Cruise Line	www.ncl.com
92	127	MapQuest Gas Prices	gasprices.mapquest.com
94	105	Cedar Point	www.cedarpoint.com
97	123	Cheap Air, Inc	www.cheapair.com
98	101	SeaWorld USA	www.seaworld.com
99	182	Rail Europe	www.raileurope.com
100	106	Dollar Rent A Car	www.dollar.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 July, 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: 11,976

Category Contribution Percentage: 2.24%

Rank	Website	Domain	Market Share	Jun '08	May '08	Apr '08
1.	MapQuest	www.mapquest.com	11.91%	1	1	1
2.	Google Maps	maps.google.com	8.03%	2	2	2
3.	Expedia	www.expedia.com	3.05%	3	4	4
4.	Yahoo! Maps	maps.yahoo.com	2.96%	4	3	3
5.	Southwest Airlines	www.southwest.com	2.42%	5	5	5
6.	Travelocity	www.travelocity.com	2.36%	6	6	6
7.	Orbitz	www.orbitz.com	1.87%	7	7	7
8.	Priceline.com	www.priceline.com	1.63%	8	8	8
9.	Yahoo! Travel	travel.yahoo.com	1.51%	9	9	10
10.	Cheap Tickets	www.cheaptickets.com	1.23%	10	10	9
11.	TripAdvisor	www.tripadvisor.com	1.21%	11	13	13
12.	Hotwire	www.hotwire.com	1.03%	12	11	12
△	Hotels.com	www.hotels.com	1.01%	15	16	16
▽	American Airlines	www.aa.com	0.99%	13	12	11
▽	Delta Air Lines	www.delta.com	0.96%	14	14	14
16.	Kayak	www.kayak.com	0.84%	16	15	15
△	VacationsToGo.com	www.vacationstogo.com	0.80%	20	26	18
18.	Local Live	local.live.com	0.80%	18	18	17
19.	InterContinental Hotels Group	www.ichotelsgroup.com	0.77%	19	21	26
▽	CheapoAir.com	www.cheapoair.com	0.66%	17	17	21

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 **07/26/2008**, that resulted in traffic to websites classified by Hitwise within the 'Travel' industry. For example, the most popular search term was 'mapquest' representing **3.49%** of all search terms that delivered users to websites classified by Hitwise within the 'Travel' industry.

Displaying 1 to 30 of 282,054 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.49%	
2.	map quest	1.20%	
3.	maps	0.71%	
4.	southwest airlines	0.64%	
5.	mapquest.com	0.58%	
6.	travelocity	0.52%	
7.	driving directions	0.45%	
8.	expedia	0.45%	
9.	mapquest driving directions	0.44%	
10.	google maps	0.43%	
11.	google earth	0.35%	
12.	amtrak	0.33%	
13.	orbitz	0.32%	
14.	american airlines	0.30%	
15.	priceline	0.24%	
16.	directions	0.24%	
17.	www.mapquest.com	0.23%	
18.	united airlines	0.22%	
19.	expedia.com	0.22%	
20.	yahoo maps	0.21%	
21.	delta airlines	0.20%	
22.	continental airlines	0.20%	
23.	hotels.com	0.20%	
24.	cheap tickets	0.19%	
25.	map	0.18%	
26.	greyhound	0.17%	
27.	hotels	0.16%	
28.	priceline.com	0.16%	
29.	us airways	0.16%	
30.	southwest	0.15%	

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 34.10% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of July, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 9.08% more upstream traffic from search engines than the internet average of 25.02%. The 'Travel' online industry sent 1.63% less downstream traffic to search engines than the internet average of 9.72%.

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

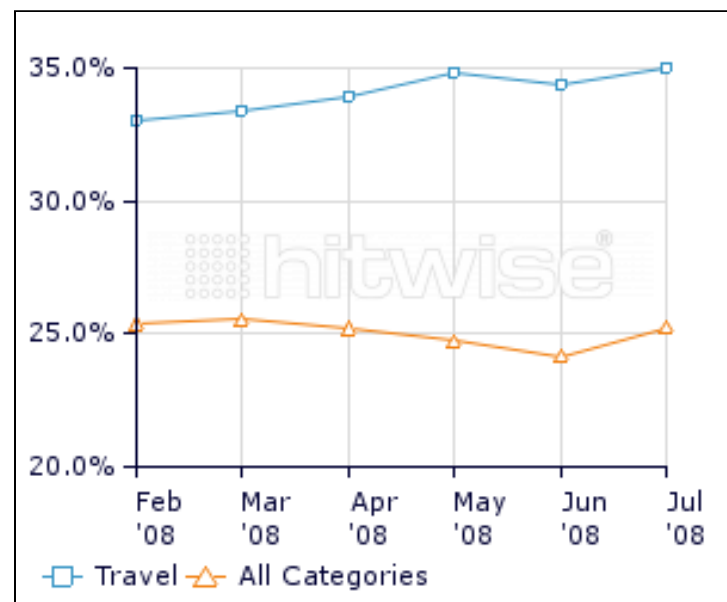
Rank	Website	Upstream Share
1.	Google	25.60%
2.	Yahoo! Search	5.03%
3.	MSN Search	1.59%
4.	Ask.com	0.71%
5.	Windows Live Search	0.31%
6.	Google Image Search	0.26%
7.	My Web Search	0.24%
8.	AOL Search	0.22%
9.	Dogpile	0.15%
10.	Faster Results	0.06%

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

Rank	Website	Downstream Share
1.	Google	5.15%
2.	Yahoo! Search	0.99%
3.	Ask.com	0.31%
4.	MSN Search	0.23%
5.	Google Image Search	0.21%
6.	AOL Search	0.18%
7.	Windows Live Search	0.13%
8.	My Web Search	0.09%
9.	Dogpile	0.05%
10.	WebCrawler	0.05%

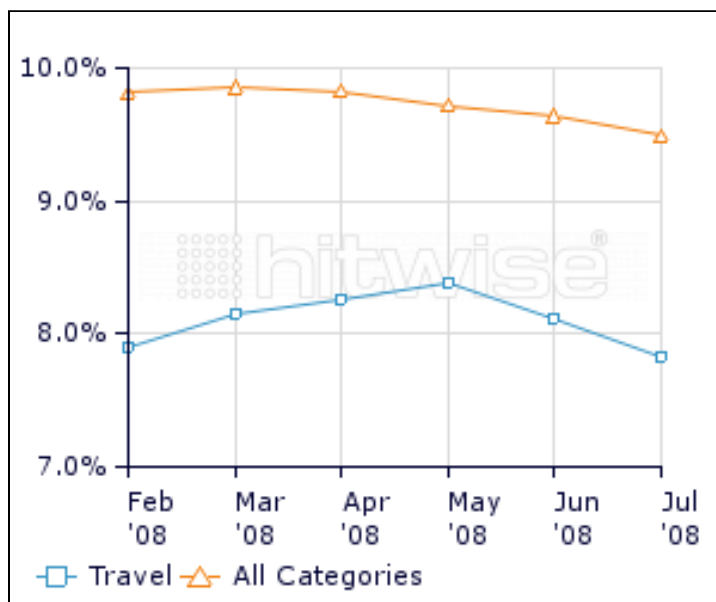
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 34.10% for the 6 months ending July, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.10% for the 6 months ending July, 2008

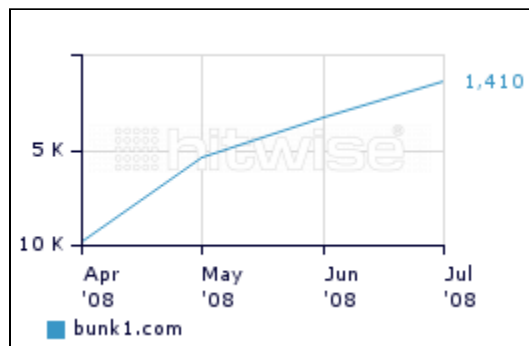


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Travel - Fast Movers

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 July, 2008.

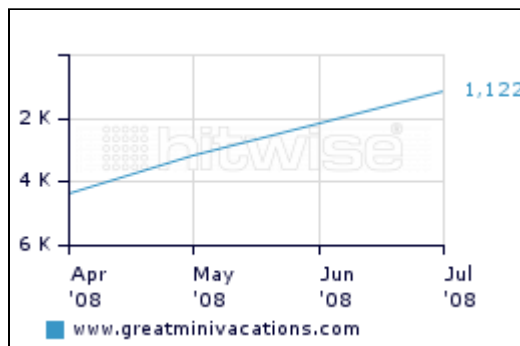
bunk1.com
http://bunk1.com/



△ 1,880 places

No description

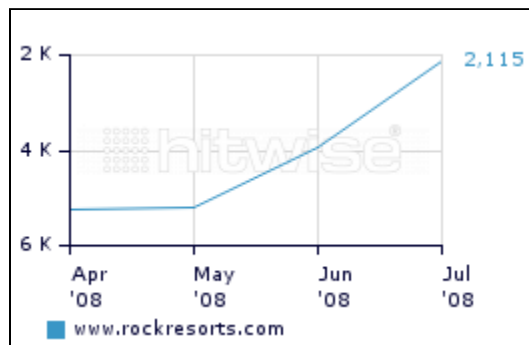
Great Mini-vacations
http://www.greatminivacations.com/



△ 1,051 places

Great Mini-vacations offers a range of discount vacations. Details include specials and resort locator.

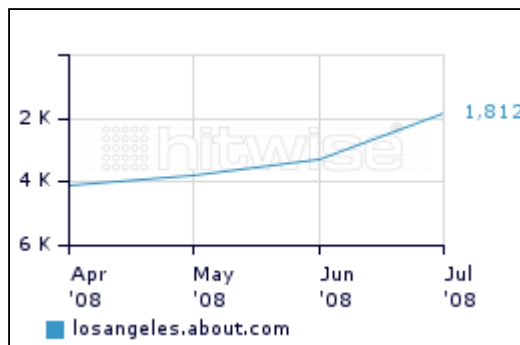
RockResorts
http://www.rockresorts.com/



△ 1,827 places

RockResorts offers a unique combination of informal elegance, service, cuisine and a variety of outdoor adventures with scenic locations.

About - Los Angeles
http://losangeles.about.com/



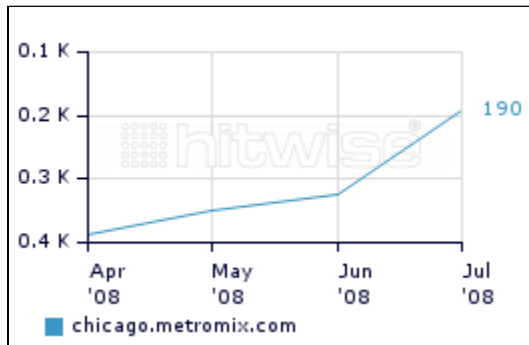
△ 1,495 places

This website comes from the About network of information websites and features maps, statistics and related information about the state of Los Angeles for visitors and tourists.

Travel - Fast Movers (continued)

Metromix Chicago

<http://chicago.metromix.com/>

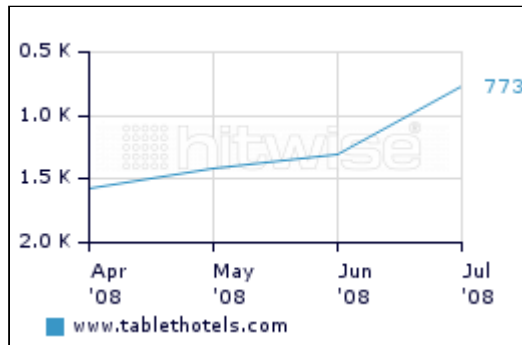


🏠 133 places

Metromix Chicago is an entertainment guide to where to go and what to do in Chicago.

Tablet Hotels

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

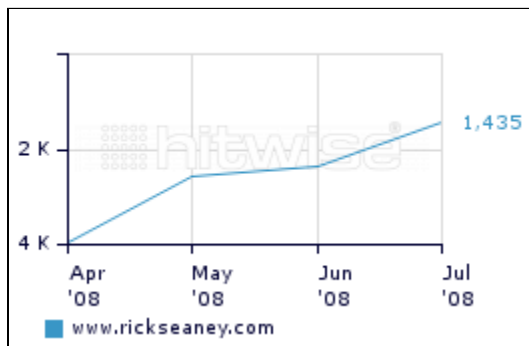


🏠 530 places

Tablet Hotels provides information on numerous boutique and luxury hotels around the world.

Rick Seaney

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

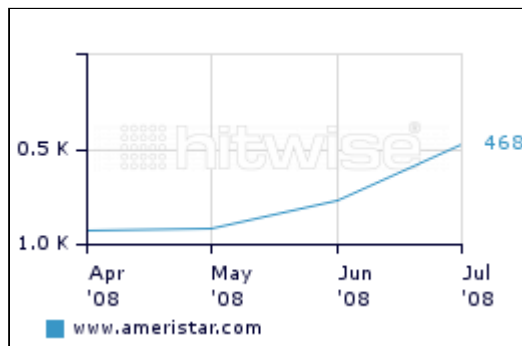


🏠 909 places

This is the weblog of Rick Seaney, and provides commentary on air travel.

Ameristar Casinos

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



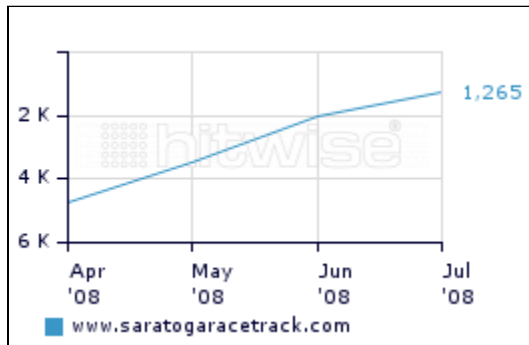
🏠 300 places

This is the official web site of Ameristar Casinos and features information on their locations, facilities and services.

Travel - Fast Movers (continued)

Saratoga Racetrack

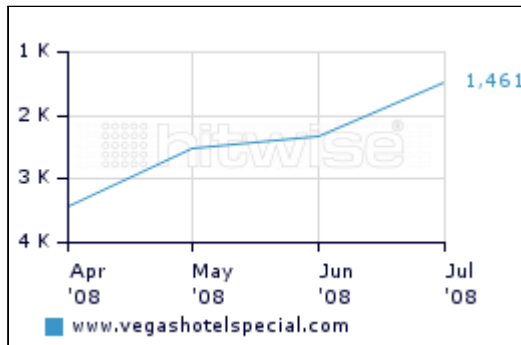
<http://www.saratogaracetrack.com/>



757 places

Las Vegas Hotel Specials

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



860 places

This website provides an unofficial guide to the Saratoga race track. Details include horse racing, accommodation, dining and contacts.

This site features the latest deals, discounts, offers and special from Las Vegas hotels.

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.