

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of July, 2009

Annual Categorization Audit - 2009

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 05, 2009, there may be changes in some report trends. If you have any further questions, please contact your Account Manager or Hitwise Customer Support.

Traffic Distribution Analysis

38.82% of all visits to the online 'Travel' industry went to the top 10 websites for the month of July, 2009. 47.81% went to the top 20 websites and 69.57% went to the top 100 websites.

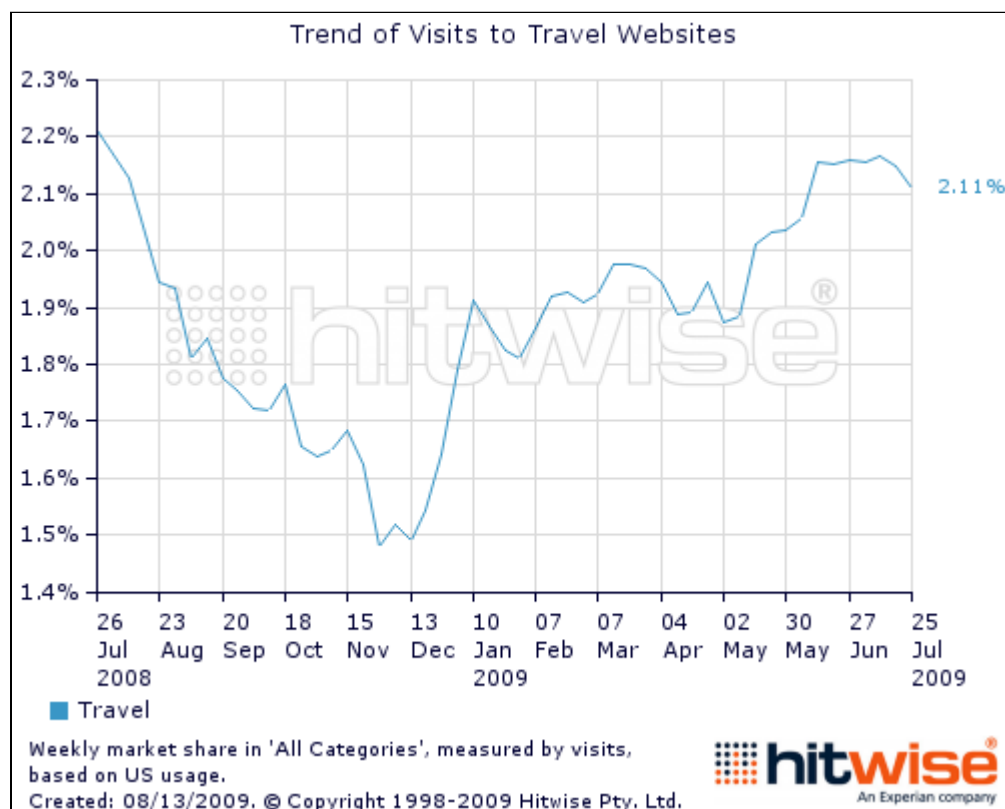
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 29 seconds for the month of July, 2009. This is a minimal decrease from last months average visit duration of 9 minutes, 12 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

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Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of July, 2009 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since June, 2009.

Websites that entered the Top 100 were:

June, 2009 Rank	July, 2009 Rank	Website	Domain
102	56	AOL Travel	travel.channel.aol.com
105	81	SouthWest Vacations	www.southwestvacations.com
DNR	85	VegasCasinoInfo.com	www.vegascasinoinfo.com
111	89	Zvents	www.zvents.com
101	90	Starwood	www.starwoodhotels.com
109	96	Travelzoo Vacations	vacations.travelzoo.com

Websites that have left the Top 100 were:

June, 2009 Rank	July, 2009 Rank	Website	Domain
84	109	Travel Channel	www.travelchannel.com
93	114	AAA South	www.aaasouth.com
97	129	Kosmix - Travel	travel.kosmix.com
98	101	Travelzoo Airfare	airfare.travelzoo.com
99	133	Northwest Airlines WorldPerks	www.nwa.com/worldperks
100	132	Travelpod	www.travelpod.com

* Note: DNR = Did Not Rank

Source: Hitwise

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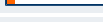
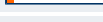
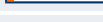


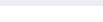
Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of July, 2009 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: 12,111

Category Contribution Percentage: 2.13%

Rank	Website	Domain	Market Share	Jun '09	May '09	Apr '09
△	1. Google Maps	maps.google.com	11.74% 	2	2	2
▽	2. MapQuest	www.mapquest.com	10.20% 	1	1	1
	3. Expedia	www.expedia.com	3.45% 	3	3	3
	4. Southwest Airlines	www.southwest.com	2.34% 	4	4	4
	5. Yahoo! Maps	maps.yahoo.com	2.18% 	5	5	5
△	6. Priceline.com	www.priceline.com	2.10% 	7	7	7
▽	7. Travelocity	www.travelocity.com	1.94% 	6	6	6
△	8. TripAdvisor	www.tripadvisor.com	1.78% 	9	10	10
▽	9. Yahoo! Travel	travel.yahoo.com	1.55% 	8	8	9
	10. Orbitz	www.orbitz.com	1.53% 	10	9	8
	11. Hotwire	www.hotwire.com	1.23% 	11	11	11
	12. Hotels.com	www.hotels.com	1.09% 	12	15	16
	13. Delta Air Lines	www.delta.com	1.02% 	13	13	13
△	14. Bing Maps	www.bing.com/maps	0.92% 	17	7,629	DNR
	15. American Airlines	www.aa.com	0.91% 	15	12	12
	16. CheapoAir.com	www.cheapoair.com	0.86% 	16	17	18
▽	17. Kayak	www.kayak.com	0.85% 	14	16	15
△	18. InterContinental Hotels Group	www.ichotelsgroup.com	0.72% 	19	22	25
▽	19. Cheap Tickets	www.cheaptickets.com	0.72% 	18	18	17
△	20. JetBlue Airways	www.jetblue.com	0.68% 	22	20	19

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 **07/25/2009**, that resulted in traffic to websites classified by Hitwise within the 'Travel' industry. For example, the most popular search term was 'mapquest' representing **3.26%** of all search terms that delivered users to websites classified by Hitwise within the 'Travel' industry.

Displaying 1 to 30 of 49,921 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.26%	
2.	mapquest driving directions	1.11%	
3.	southwest airlines	0.83%	
4.	map quest	0.74%	
5.	google maps	0.68%	
6.	maps	0.68%	
7.	expedia	0.47%	
8.	travelocity	0.47%	
9.	google earth	0.46%	
10.	mapquest.com	0.45%	
11.	cheap flights	0.36%	
12.	driving directions	0.35%	
13.	american airlines	0.32%	
14.	priceline	0.31%	
15.	cheap tickets	0.30%	
16.	delta airlines	0.29%	
17.	hotels.com	0.27%	
18.	orbitz	0.26%	
19.	united airlines	0.25%	
20.	map quest driving directions	0.25%	
21.	continental airlines	0.21%	
22.	expedia.com	0.20%	
23.	www.mapquest.com	0.19%	
24.	directions	0.19%	
25.	airline tickets	0.18%	
26.	us airways	0.18%	
27.	map	0.17%	
28.	hotwire	0.17%	
29.	priceline.com	0.16%	
30.	amtrak	0.16%	

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 37.01% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of July, 2009 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 10.41% more upstream traffic from search engines than the internet average of 26.60%. The 'Travel' online industry sent 1.21% less downstream traffic to search engines than the internet average of 9.50%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of July, 2009:

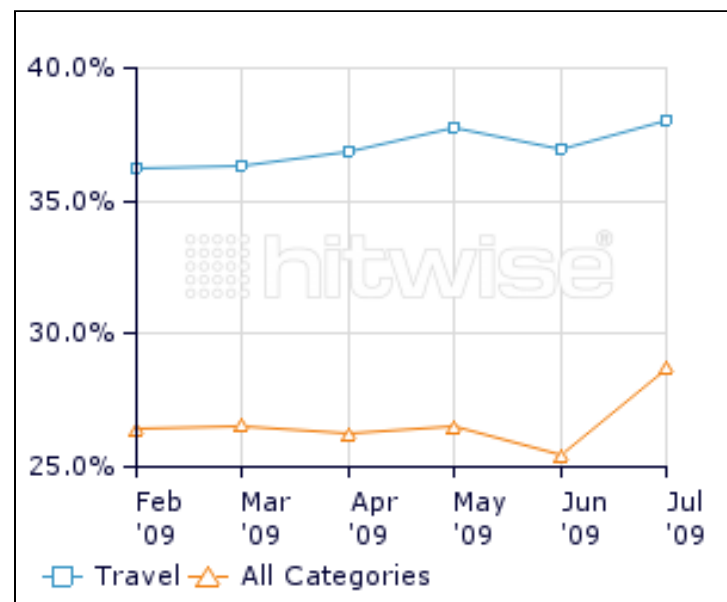
Rank	Website	Upstream Share
1.	Google	28.80%
2.	Yahoo! Search	4.92%
3.	Bing	2.04%
4.	Ask.com	0.55%
5.	Google Image Search	0.32%
6.	AOL Search	0.30%
7.	My Web Search	0.13%
8.	Dogpile	0.07%
9.	AOL Search for HP and Compaq	0.06%
10.	Aim Search	0.06%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of July, 2009:

Rank	Website	Downstream Share
1.	Google	5.35%
2.	Yahoo! Search	0.99%
3.	Bing	0.57%
4.	Ask.com	0.30%
5.	Google Image Search	0.27%
6.	AOL Search	0.12%
7.	My Web Search	0.09%
8.	ToseekA	0.04%
9.	Bing Image Search	0.04%
10.	Yahoo! Image Search	0.03%

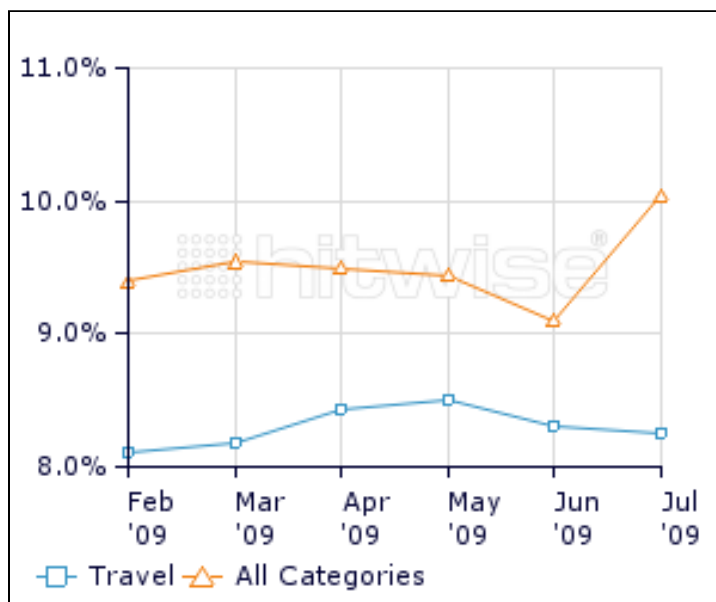
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 37.01% for the 6 months ending July, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.29% for the 6 months ending July, 2009

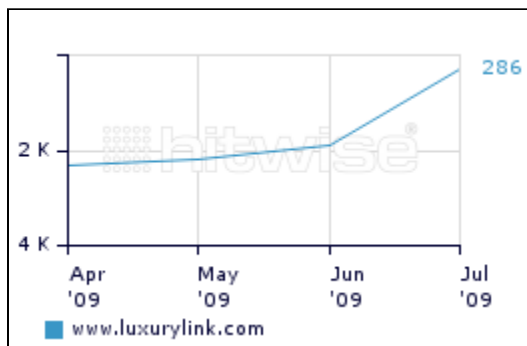


Travel - Fast Movers

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, 2009.

LuxuryLink

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

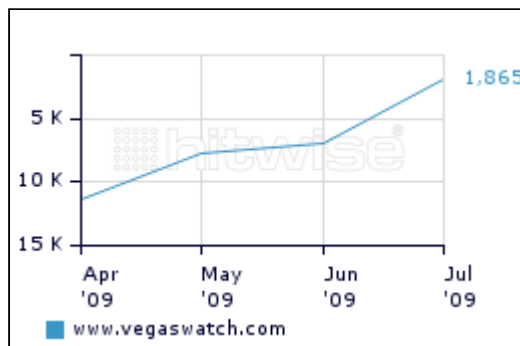


▲ 1,606 places

LuxuryLink is a luxury travel resource, providing a searchable database of luxury travel properties worldwide, as well as special offers, exclusives, auctions, and additional information for travelers

Vegas Watch

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

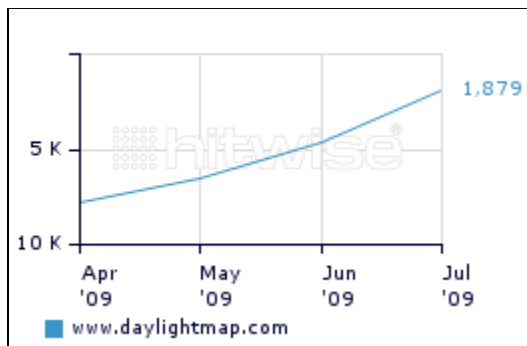


▲ 5,105 places

Vegas Watch features information on Las Vegas hotels, casinos, resorts and shows.

DaylightMap

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

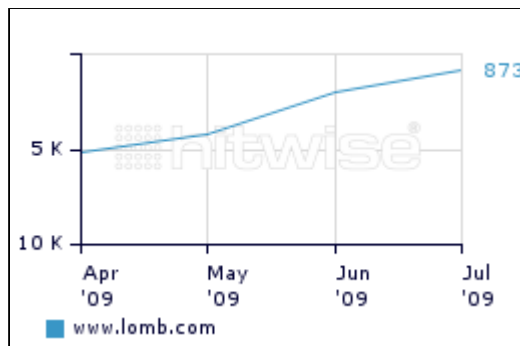


▲ 2,712 places

DaylightMap shows the pattern of night and day on a Google map, for any area of the Earth, for any date and time.

Land of Make Believe

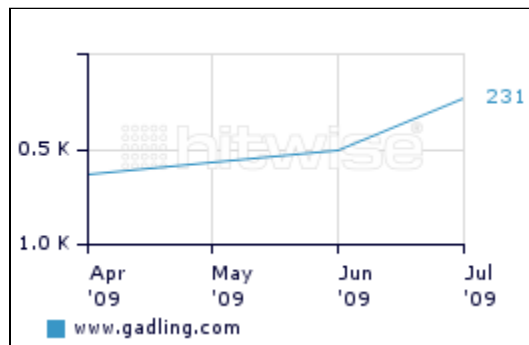
<http://www.lomb.com/>



▲ 1,099 places

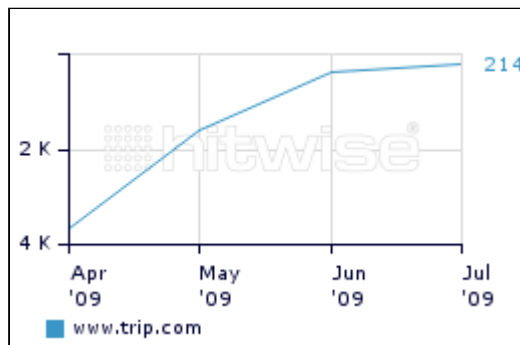
Land of Make Believe is a New Jersey family water & amusement park. The site provides general info about it, directories and guide, and photo albums.

Travel - Fast Movers (continued)

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

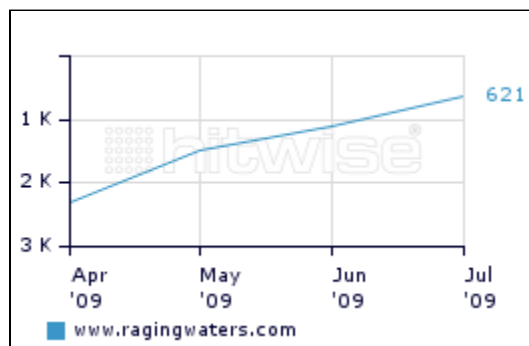
270 places

gadling is a collection of weblogs posted by travellers. Visitors can gain access to all the logs, or browse through the top posts of the week.

Trip.com<http://www.trip.com/>

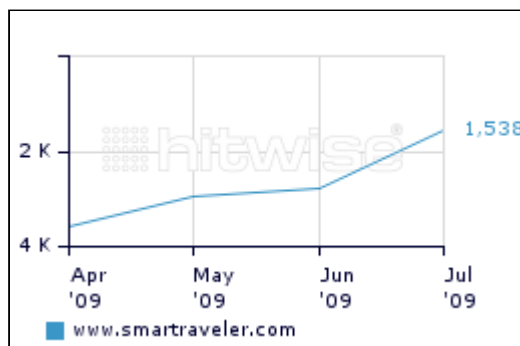
182 places

An online travel planning and reservation service, including book flights, rental cars, hotels, access travel news and tips.

Raging Waters - Water Park<http://www.raisingwaters.com/>

472 places

Raging Waters, California's largest waterpark, features signature thrill rides for a full day of fun for the entire family.

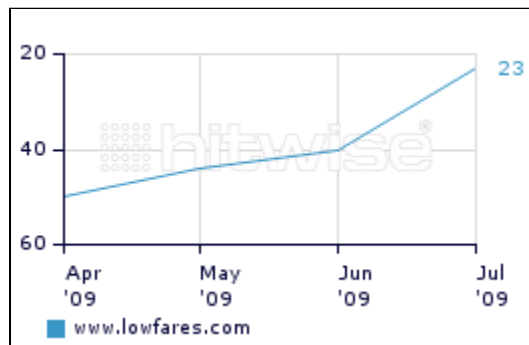
Smartraveler.com<http://www.smartraveler.com/>

1,237 places

Smartraveler.com provides traffic information directly to the public in cities where it has partnerships with public transportation agencies.

Travel - Fast Movers (continued)

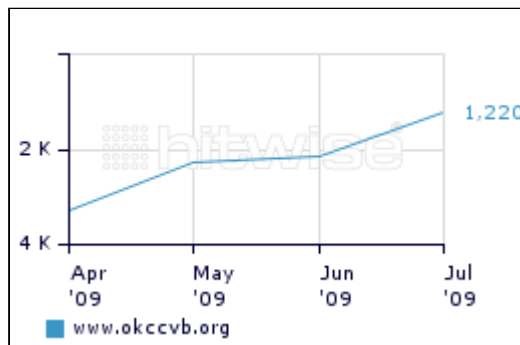
Lowfares.com

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

17 places

Lowfares.com is an airline ticket service where the user can search for cheap flights. Features of the site includes choosing airline, flight and time.

Oklahoma City Convention and Visitors Bureau

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

905 places

The Oklahoma City Convention and Visitors Bureau website, features travel information on Oklahoma City.

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.