

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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



Traffic Distribution Analysis

40.91% of all visits to the online 'Travel' industry went to the top 10 websites for the month of November, 2009. 49.85% went to the top 20 websites and 70.72% went to the top 100 websites.

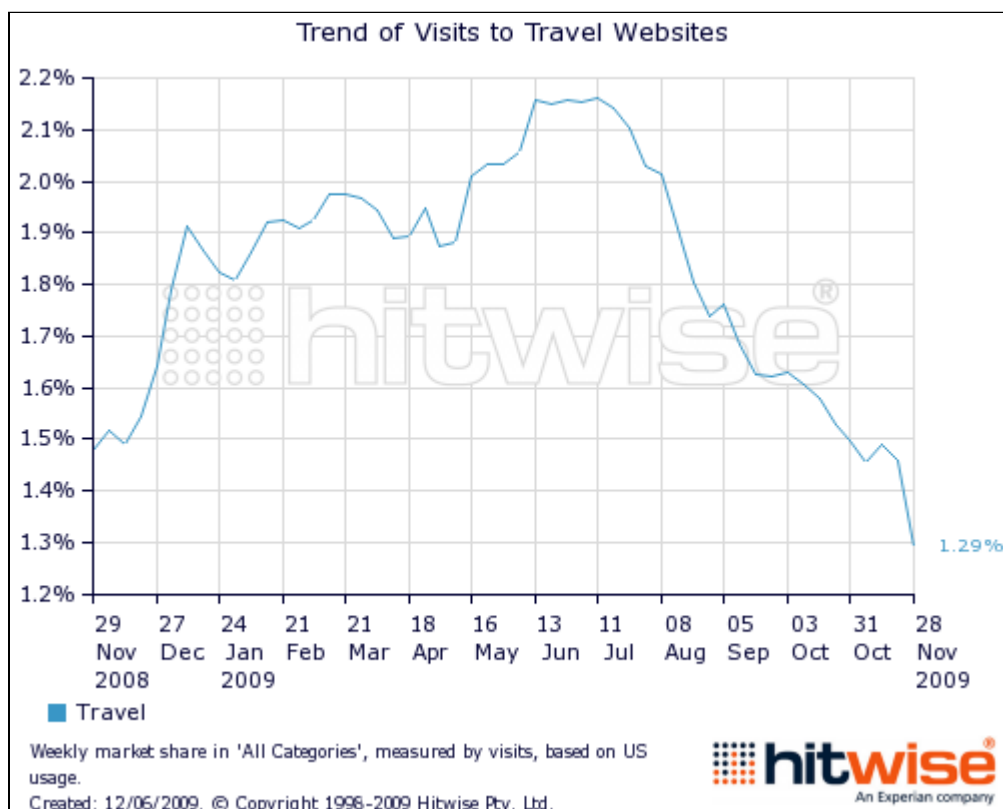
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 28 seconds for the month of November, 2009. This is a minimal decrease from last months average visit duration of 7 minutes, 39 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 November, 2009 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since October, 2009.

Websites that entered the Top 100 were:

October, 2009 Rank	November, 2009 Rank	Website	Domain
125	74	Fly.com	www.fly.com
193	77	TripCheck	www.tripcheck.com
101	82	Virgin America Airline	www.virginamerica.com
109	92	Travelzoo Vacations	vacations.travelzoo.com
130	98	The Orvis Company	www.orvis.com
105	100	Travelzoo	www.travelzoo.com

Websites that have left the Top 100 were:

October, 2009 Rank	November, 2009 Rank	Website	Domain
64	171	Six Flags	www.sixflags.com
65	593	VegasCasinoInfo.com	www.vegascasinoinfo.com
82	101	Norwegian Cruise Line	www.ncl.com
90	138	MapNation	www.mapnation.com
92	104	Travelzoo Airfare	airfare.travelzoo.com
94	917	Pumpkin Patches And More	www.pumpkinpatchesandmore.org

* 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 November, 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: 12,036

Category Contribution Percentage: 1.43%

Rank	Website	Domain	Market Share	Oct '09	Sep '09	Aug '09
1.	Google maps	maps.google.com	15.08%	1	1	1
2.	MapQuest	www.mapquest.com	10.32%	2	2	2
3.	Expedia	www.expedia.com	3.06%	3	3	4
4.	Southwest Airlines	www.southwest.com	2.52%	4	5	6
5.	Yahoo! Maps	maps.yahoo.com	1.98%	5	4	5
6.	Priceline.com	www.priceline.com	1.84%	6	6	7
7.	Travelocity	www.travelocity.com	1.77%	7	7	8
△	8. Orbitz	www.orbitz.com	1.50%	9	9	10
△	9. Bing Maps	www.bing.com/maps	1.46%	11	11	13
10.	TripAdvisor	www.tripadvisor.com	1.39%	10	8	3
▽	11. Yahoo! Travel	travel.yahoo.com	1.20%	8	10	9
12.	Delta Air Lines	www.delta.com	1.13%	12	12	12
13.	American Airlines	www.aa.com	1.05%	13	13	14
14.	Hotwire	www.hotwire.com	0.98%	14	14	11
15.	CheapoAir.com	www.cheapoair.com	0.94%	15	15	16
△	16. JetBlue Airways	www.jetblue.com	0.76%	18	17	17
▽	17. Cheap Tickets	www.cheaptickets.com	0.75%	16	18	18
▽	18. Lowfares.com	www.lowfares.com	0.74%	17	19	21
△	19. BookingBuddy.com	www.bookingbuddy.com	0.73%	21	24	29
△	20. Continental Airlines	www.continental.com	0.67%	22	22	24

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 **11/28/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **4.00%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,899 search terms.

Rank	Search Term	Clicks	
1.	mapquest	4.00%	
2.	mapquest driving directions	1.71%	
3.	google maps	1.23%	
4.	maps	1.09%	
5.	southwest airlines	0.93%	
6.	map quest	0.74%	
7.	google earth	0.70%	
8.	mapquest.com	0.60%	
9.	cheap flights	0.50%	
10.	travelocity	0.45%	
11.	expedia	0.43%	
12.	cheap tickets	0.41%	
13.	driving directions	0.39%	
14.	american airlines	0.39%	
15.	delta airlines	0.38%	
16.	yahoo maps	0.36%	
17.	map	0.30%	
18.	united airlines	0.27%	
19.	priceline	0.24%	
20.	jet blue	0.24%	
21.	orbitz	0.23%	
22.	www.mapquest.com	0.23%	
23.	airline tickets	0.23%	
24.	continental airlines	0.22%	
25.	directions	0.19%	
26.	google	0.19%	
27.	us airways	0.18%	
28.	greyhound	0.18%	
29.	hotels.com	0.18%	
30.	amtrak	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 38.10% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of November, 2009 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.27% more upstream traffic from search engines than the internet average of 28.83%. The 'Travel' online industry sent 1.40% less downstream traffic to search engines than the internet average of 9.97%.

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

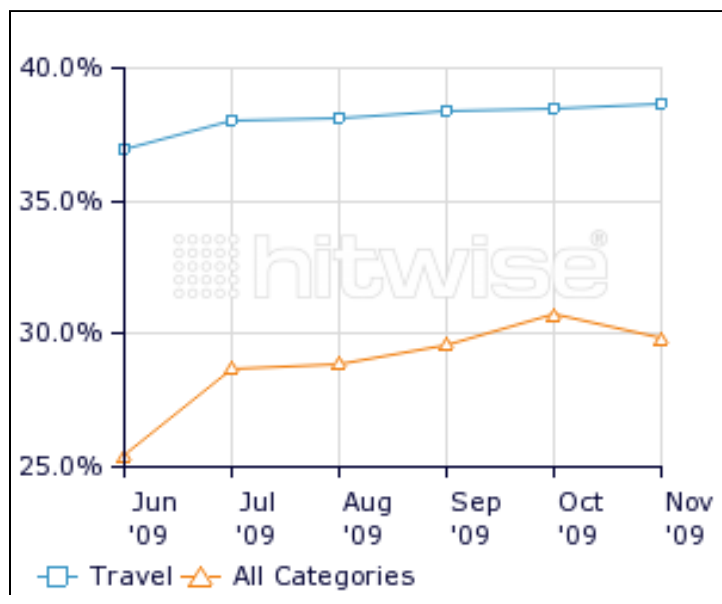
Rank	Website	Upstream Clicks
1.	Google	28.87%
2.	Yahoo! Search	4.26%
3.	Bing	2.86%
4.	Ask.com	0.54%
5.	Google Image Search	0.47%
6.	AOL Search	0.35%
7.	My Web Search	0.11%
8.	Yahoo! Everything	0.09%
9.	Dogpile	0.09%
10.	Google Canada	0.08%

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

Rank	Website	Downstream Clicks
1.	Google	5.28%
2.	Bing	0.87%
3.	Yahoo! Search	0.75%
4.	Google Image Search	0.41%
5.	Ask.com	0.33%
6.	AOL Search	0.15%
7.	My Web Search	0.07%
8.	Bing Image Search	0.06%
9.	Info.com	0.03%
10.	Dogpile	0.03%

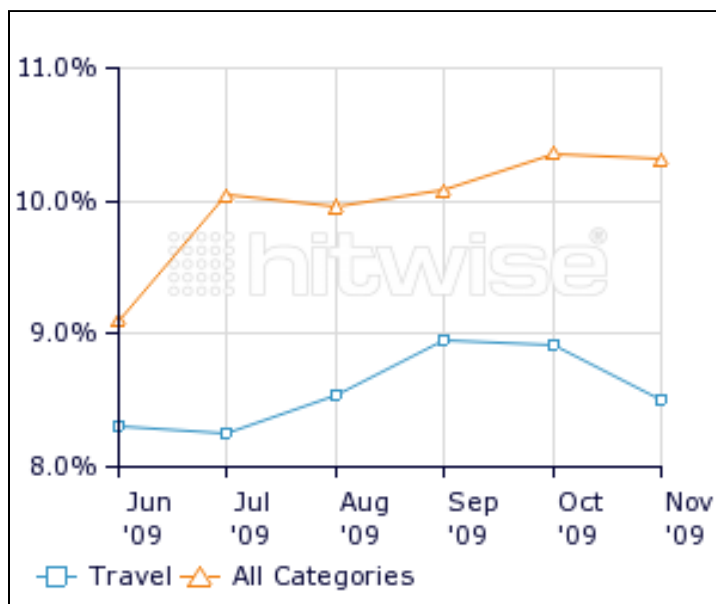
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 38.10% for the 6 months ending November, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.57% for the 6 months ending November, 2009

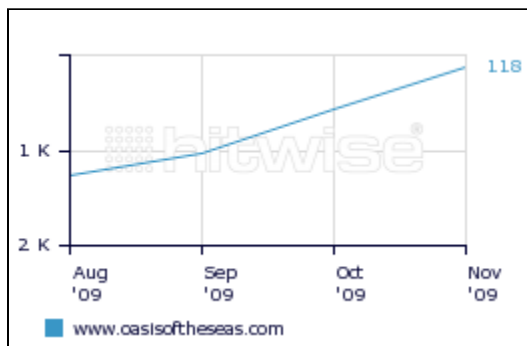


Travel - Fast Movers

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 November, 2009.

Oasis of the Seas

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

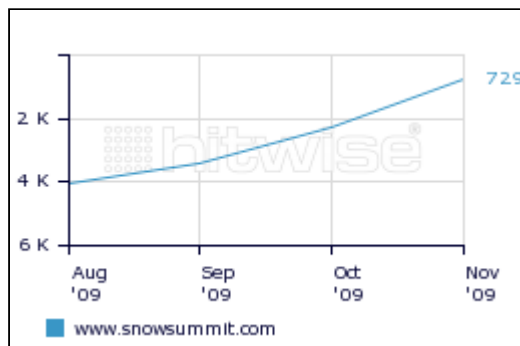


△ 457 places

This is the website of the cruise ship, Oasis of the Seas, featuring press releases, image gallery, videos and contact details.

Snow Summit Mountain Resort

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

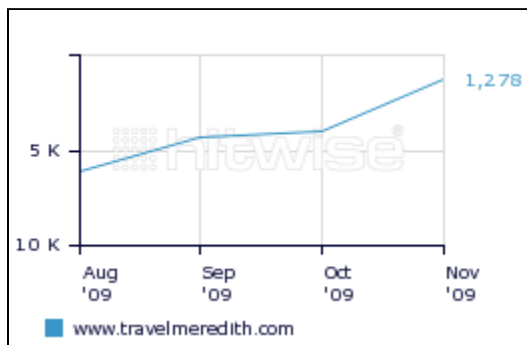


△ 1,542 places

This site features information on the Snow Summit Mountain Resort and its facilities, services and events.

Travel Meredith

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

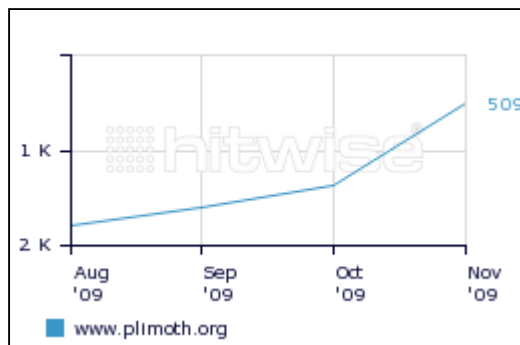


△ 2,679 places

Travel Meredith provides travel guides and destination information.

Plimoth Plantation

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



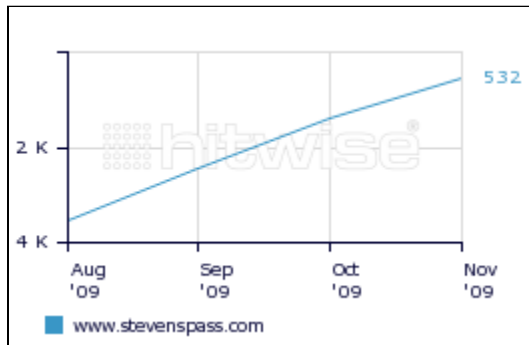
△ 847 places

Plimoth Plantation is a tourist attraction in Massachusetts. The website features online activities, historical information and a gift store.

Travel - Fast Movers (continued)

Stevens Pass

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

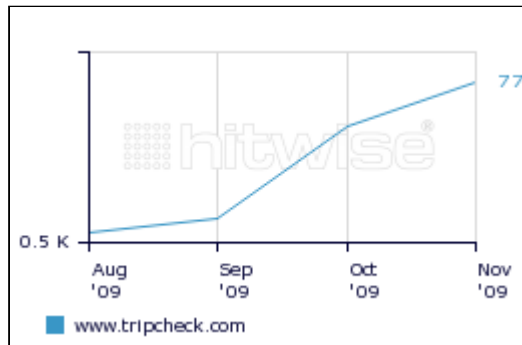


▲ 861 places

This website contains the homepage for the Stevens Pass snow and ski resort. The website contains weather details, a mountain guide, webcam, accommodation directory and employment opportunity listings.

TripCheck

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

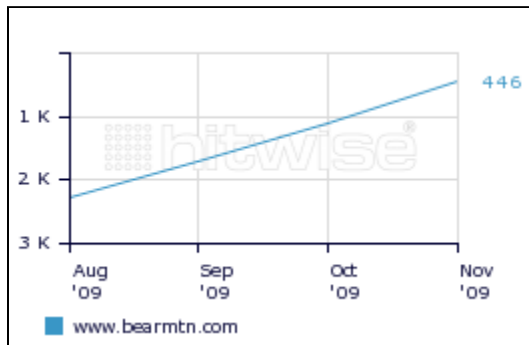


▲ 116 places

TripCheck features include roadway incident maps, web cams, localized weather information, road condition reports, and a mileage calculator.

Bear Mountain Resort

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

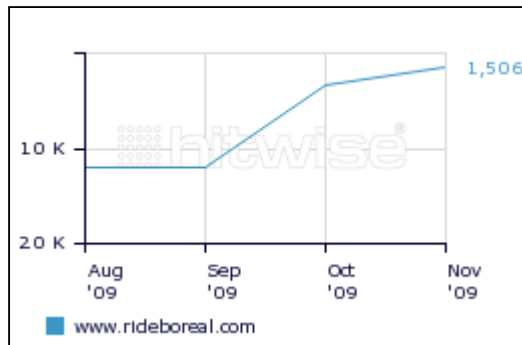


▲ 668 places

The official website of Bear Mountain Resort features information on activities, lift ticket prices and accommodation, as well as snow reports and live webcams.

Boreal Mountain Resort

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



▲ 1,810 places

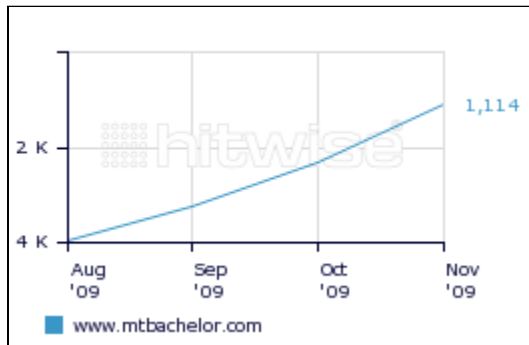
No description



Travel - Fast Movers (continued)

Mt Bachelor

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

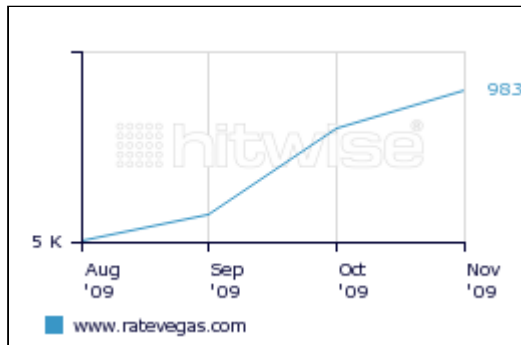


1,210 places

This website contains the homepage of popular Oregon Ski Resort, Mt Bachelor. The website contains mountain news, weather forecasts, an accommodation directory and related information for tourists and visitors.

Las Vegas Hotel, Casino & Resturant Ratings

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



1,040 places

This website provides Las Vegas Hotel, Casino & Resturant Ratings.

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/us.