

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of January, 2010



Traffic Distribution Analysis

38.81% of all visits to the online 'Travel' industry went to the top 10 websites for the month of January, 2010. 47.79% went to the top 20 websites and 69.01% went to the top 100 websites.

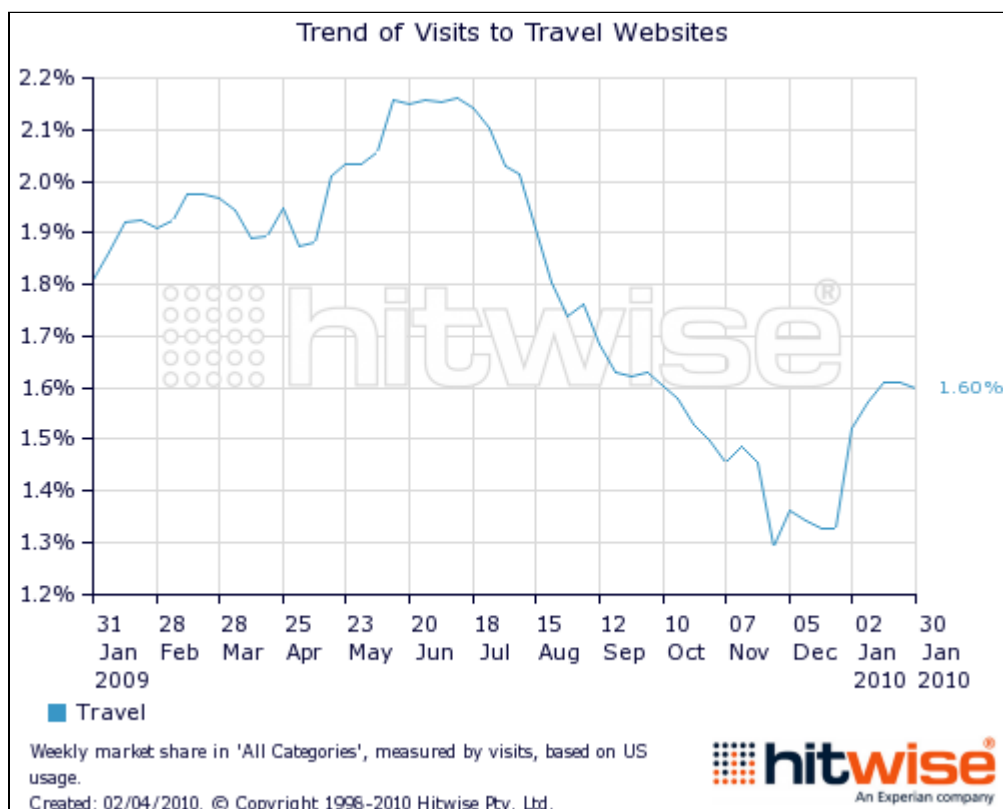
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 41 seconds for the month of January, 2010. This is a minimal increase from last months average visit duration of 7 minutes, 18 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 January, 2010 based on visits was 7.0%, which means that 7 websites in this industry's Top 100 rankings have changed since December, 2009.

Websites that entered the Top 100 were:

December, 2009 Rank	January, 2010 Rank	Website	Domain
146	78	British Airways	www.britishairways.com
140	83	Vacation Rentals	www.vacationrentals.com
110	87	OneTime	www.onetime.com
116	90	TripMama	www.tripmama.com
177	93	gadling	www.gadling.com
106	94	Booking.com	www.booking.com
104	96	Trip.com	www.trip.com

Websites that have left the Top 100 were:

December, 2009 Rank	January, 2010 Rank	Website	Domain
58	590	Dunhill Vacations	www.dunhillvacations.com
72	102	Metropolitan Transportation Authority - State of New York	www.mta.info
79	112	Traffic.com	www.traffic.com
80	128	The Orvis Company	www.orvis.com
89	120	Go Jamaica	www.go-jamaica.com
91	105	Burlington Northern Santa Fe Railway	www.bnsf.com
97	107	Alamo Rent A Car	www.alamo.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 January, 2010 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: 12,865

Category Contribution Percentage: 1.59%

Rank	Website	Domain	Market Share	Dec '09	Nov '09	Oct '09
1.	Google maps	maps.google.com	14.67%	1	1	1
2.	MapQuest	www.mapquest.com	8.54%	2	2	2
3.	Expedia	www.expedia.com	3.47%	3	3	3
4.	Southwest Airlines	www.southwest.com	2.18%	4	4	4
△	5. Travelocity	www.travelocity.com	2.00%	7	7	7
6.	Priceline.com	www.priceline.com	1.72%	6	6	6
▽	7. Yahoo! Maps	maps.yahoo.com	1.68%	5	5	5
△	8. TripAdvisor	www.tripadvisor.com	1.64%	10	10	10
9.	Orbitz	www.orbitz.com	1.55%	9	8	9
▽	10. Bing maps	www.bing.com/maps	1.34%	8	9	11
△	11. Yahoo! Travel	travel.yahoo.com	1.28%	12	11	8
▽	12. Delta Air Lines	www.delta.com	1.10%	11	12	12
△	13. Hotwire	www.hotwire.com	1.08%	14	14	14
▽	14. American Airlines	www.aa.com	0.92%	13	13	13
15.	cheapoair.com	www.cheapoair.com	0.91%	15	15	15
△	16. bookingbuddy	www.bookingbuddy.com	0.81%	19	19	21
▽	17. JetBlue Airways	www.jetblue.com	0.78%	16	16	18
▽	18. Lowfares.com	www.lowfares.com	0.76%	17	18	17
▽	19. Cheap Tickets	www.cheaptickets.com	0.72%	18	17	16
△	20. Hotels.com	www.hotels.com	0.64%	25	26	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 **01/30/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.13%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,940 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.13%	
2.	mapquest driving directions	1.60%	
3.	google maps	1.17%	
4.	maps	0.88%	
5.	southwest airlines	0.87%	
6.	google earth	0.69%	
7.	map quest	0.58%	
8.	cheap flights	0.50%	
9.	expedia	0.48%	
10.	travelocity	0.47%	
11.	mapquest.com	0.46%	
12.	delta airlines	0.42%	
13.	cheap tickets	0.38%	
14.	american airlines	0.35%	
15.	yahoo maps	0.30%	
16.	driving directions	0.27%	
17.	united airlines	0.25%	
18.	orbitz	0.25%	
19.	map	0.25%	
20.	priceline	0.24%	
21.	airline tickets	0.23%	
22.	continental airlines	0.23%	
23.	jet blue	0.23%	
24.	allegiant air	0.20%	
25.	hotels.com	0.20%	
26.	carnival cruise	0.19%	
27.	www.mapquest.com	0.18%	
28.	expedia.com	0.18%	
29.	us airways	0.18%	
30.	spirit airlines	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 38.61% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of January, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 8.87% more upstream traffic from search engines than the internet average of 29.73%. The 'Travel' online industry sent 1.63% less downstream traffic to search engines than the internet average of 10.18%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of January, 2010:

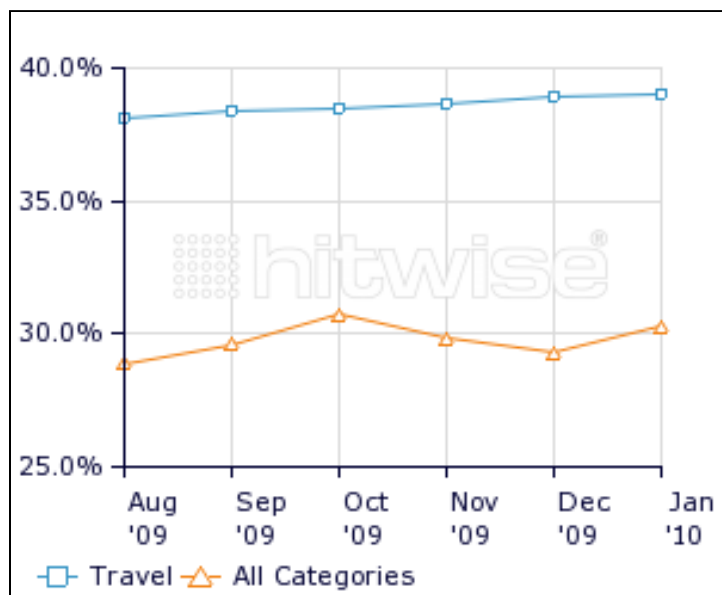
Rank	Website	Upstream Clicks
1.	Google	29.50%
2.	Yahoo! Search	4.10%
3.	Bing	2.89%
4.	Ask	0.51%
5.	Google Images	0.48%
6.	AOL Search	0.36%
7.	Google Canada	0.09%
8.	mywebsearch	0.08%
9.	Yahoo! Everything	0.08%
10.	Dogpile	0.08%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of January, 2010:

Rank	Website	Downstream Clicks
1.	Google	5.03%
2.	Bing	0.88%
3.	Yahoo! Search	0.66%
4.	Google Images	0.38%
5.	Ask	0.29%
6.	AOL Search	0.13%
7.	Bing Image Search	0.07%
8.	mywebsearch	0.06%
9.	Info.com	0.03%
10.	bing Videos	0.02%

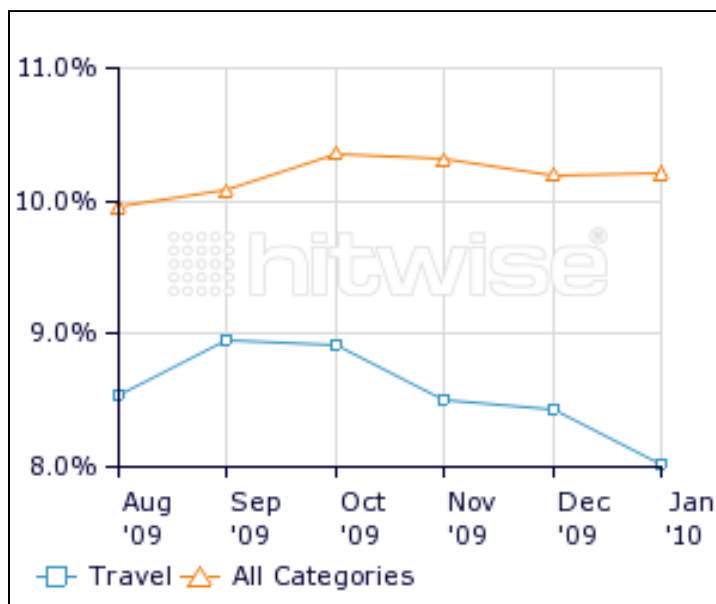
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 38.61% for the 6 months ending January, 2010



Downstream Search Engine Traffic Trend

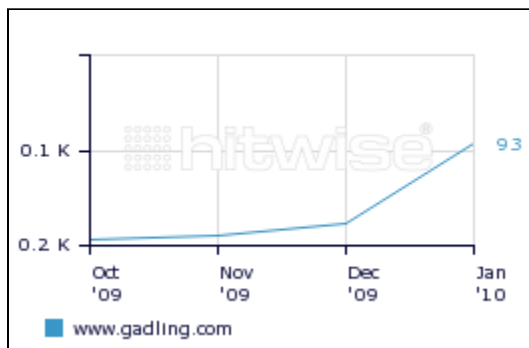
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.55% for the 6 months ending January, 2010



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 January, 2010.

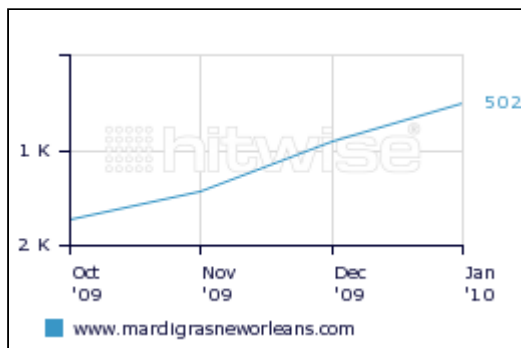
gadling
http://www.gadling.com/



▲ 84 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.

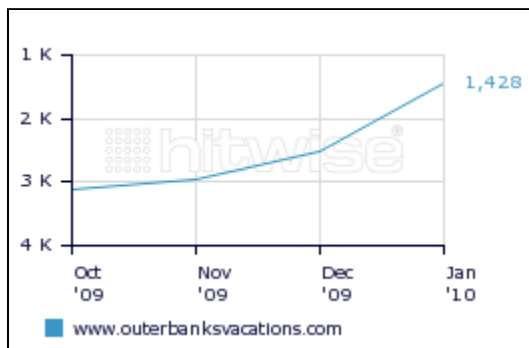
www.mardigrasneworleans.com
http://www.mardigrasneworleans.com/



▲ 410 places

No description

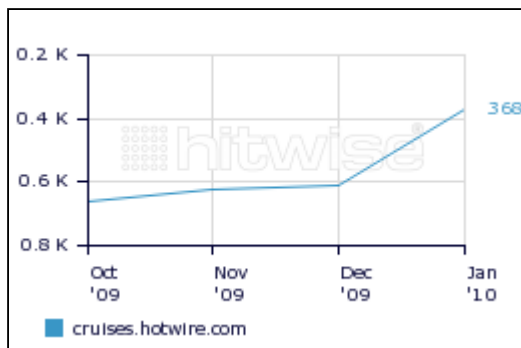
Outer Banks Vacations
http://www.outerbanksvacations.com/



▲ 1,094 places

The Outer Banks Vacations website provides Out Banks vacation planning, local guide, and vacation rental searching and reservation.

Hotwire.com Cruises
http://cruises.hotwire.com/



▲ 244 places

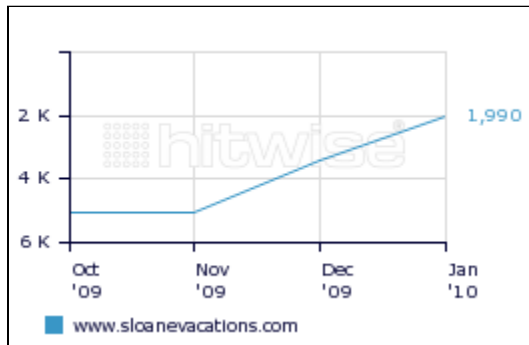
Hotwire.com Cruises features a search engine and information on cruise holidays and packages.



Travel - Fast Movers (continued)

Sloane Realty Vacations

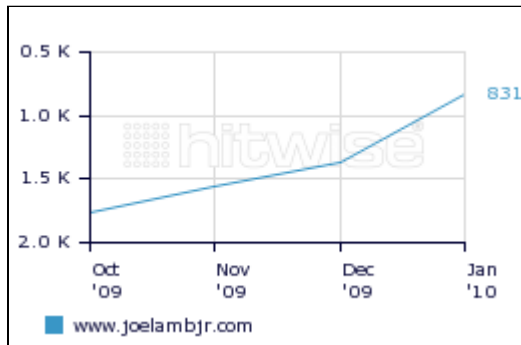
<http://www.sloanevacations.com/>



△ 1,418 places

Joe Lamb Jr & Associates

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



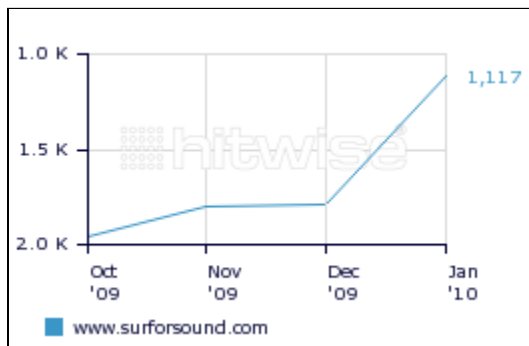
△ 531 places

No description

Joe Lamb Jr & Associates offers vacation rentals and real estate properties on the Outer Banks.

Surf or Sound Realty

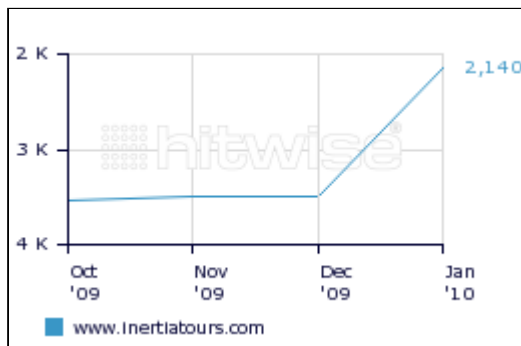
<http://www.surforsound.com/>



△ 669 places

Inertia Tours

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



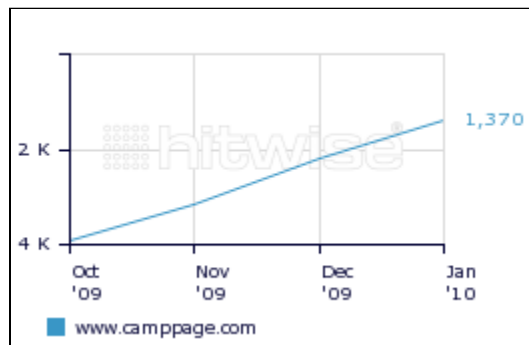
△ 1,354 places

Surf of Sound Realty is a Hatters Island vacation home specialist. Their site features a property search and contact details.

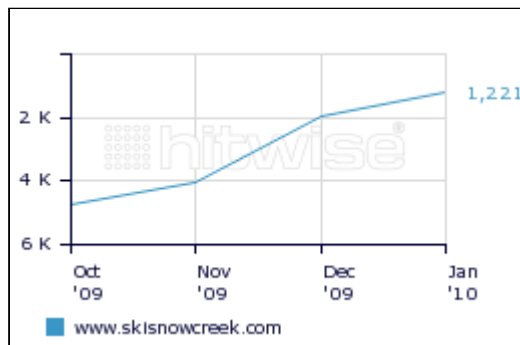
Inertia Tour is a travel agency, which provides students with information and services for Spring break trips to South Padre Island.



Travel - Fast Movers (continued)

CampPage<http://www.camppage.com/>

808 places

Snow Creek<http://www.skisnowcreek.com/>

707 places

CampPage is an online directory and guide to summer camps throughout the United States and Canada.

This site features information on Snow Creek and its events and activities.

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.