

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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



## Traffic Distribution Analysis

40.01% of all visits to the online 'Travel' industry went to the top 10 websites for the month of November, 2010. 49.38% went to the top 20 websites and 70.94% went to the top 100 websites.

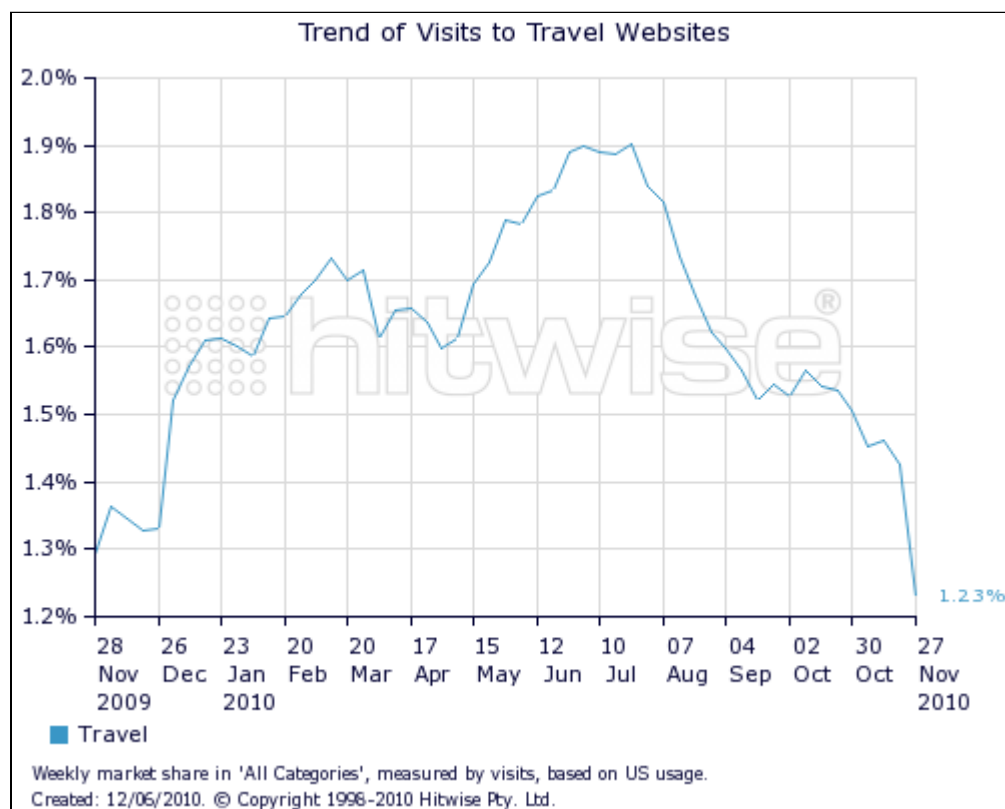
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 6 minutes, 29 seconds for the month of November, 2010. This is a minimal decrease from last months average visit duration of 6 minutes, 33 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, 2010 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since October, 2010.

Websites that entered the Top 100 were:

October, 2010 Rank	November, 2010 Rank	Website	Domain
257	68	TripCheck	www.tripcheck.com
142	89	EzDrivingDirections	www.ezdrivingdirections.com
104	96	Disneyland Resort	disneyland.disney.go.com
115	97	The Orvis Company	www.orvis.com
108	98	Burlington Northern Santa Fe Railway	www.bnsf.com

Websites that have left the Top 100 were:

October, 2010 Rank	November, 2010 Rank	Website	Domain
56	182	Six Flags	www.sixflags.com
71	797	Pumpkin Patches And More	www.pumpkinpatchesandmore.org
92	105	Days Inn	www.daysinn.com
98	4,794	Maps-Directions.net	www.maps-directions.net
99	101	VirtualTourist	www.virtualtourist.com

\* Note: DNR = Did Not Rank

Source: Hitwise

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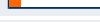
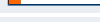

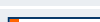


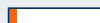







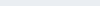

## Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of November, 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: 13,968

Category Contribution Percentage: 1.39%

Rank	Website	Domain	Market Share	Oct '10	Sep '10	Aug '10
1.	Google Maps	maps.google.com	16.82% 	1	1	1
2.	MapQuest	www.mapquest.com	7.26% 	2	2	2
3.	Expedia	www.expedia.com	3.06% 	3	3	3
4.	Southwest Airlines	www.southwest.com	2.70% 	4	4	4
△	5. Bing maps	www.bing.com/maps	1.99% 	8	6	10
▽	6. Yahoo! Maps	maps.yahoo.com	1.95% 	5	5	7
▽	7. priceline.com	www.priceline.com	1.91% 	6	7	5
△	8. TripAdvisor	www.tripadvisor.com	1.54% 	9	8	6
△	9. Orbitz	www.orbitz.com	1.45% 	10	10	9
△	10. Travelocity	www.travelocity.com	1.33% 	11	9	8
△	11. Delta Air Lines	www.delta.com	1.31% 	12	12	12
▽	12. Yahoo! Travel	travel.yahoo.com	1.18% 	7	11	11
	13. CheapOair.com	www.cheapoair.com	1.13% 	13	14	14
	14. American Airlines	www.aa.com	1.05% 	14	15	16
	15. Hotwire	www.hotwire.com	0.89% 	15	13	13
	16. JetBlue Airways	www.jetblue.com	0.86% 	16	17	17
	17. Kayak	www.kayak.com	0.83% 	17	19	18
△	18. Cheap Tickets	www.cheaptickets.com	0.72% 	19	18	20
△	19. Continental Airlines	www.continental.com	0.71% 	20	24	26
▽	20. Marriott International	www.marriott.com	0.70% 	18	21	22

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 **11/27/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.91%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,922 search terms.

Rank	Search Term	Clicks
1.	mapquest	3.91%
2.	google maps	1.67%
3.	mapquest driving directions	1.35%
4.	southwest airlines	1.13%
5.	maps	0.86%
6.	google earth	0.69%
7.	map quest	0.54%
8.	delta airlines	0.53%
9.	expedia	0.52%
10.	cheap flights	0.45%
11.	travelocity	0.42%
12.	cheap tickets	0.37%
13.	continental airlines	0.36%
14.	american airlines	0.36%
15.	mapquest.com	0.34%
16.	priceline	0.32%
17.	driving directions	0.31%
18.	jetblue	0.30%
19.	orbitz	0.29%
20.	yahoo maps	0.27%
21.	united airlines	0.26%
22.	spirit airlines	0.23%
23.	google	0.23%
24.	amtrak	0.22%
25.	airline tickets	0.22%
26.	map	0.21%
27.	greyhound	0.21%
28.	us airways	0.21%
29.	allegiant air	0.19%
30.	airtran	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 37.97% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of November, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.99% more upstream traffic from search engines than the internet average of 27.98%. The 'Travel' online industry sent 1.16% less downstream traffic to search engines than the internet average of 9.71%.

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

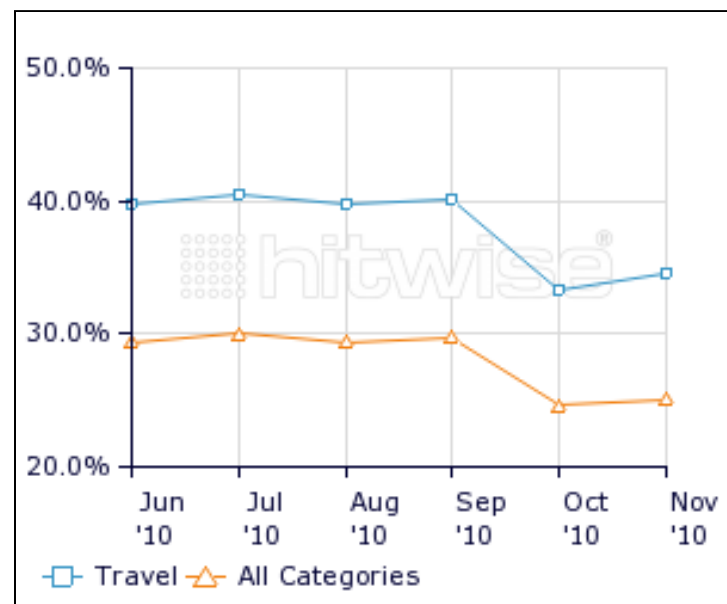
Rank	Website	Upstream Clicks
1.	Google	24.71%
2.	Yahoo! Search	4.31%
3.	Bing	3.15%
4.	AOL Search	0.52%
5.	Ask	0.51%
6.	AOL Search for HP and Compaq	0.10%
7.	Yahoo! Everything	0.09%
8.	Google Canada	0.08%
9.	PCH Search & Win	0.06%
10.	Info.com	0.06%

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

Rank	Website	Downstream Clicks
1.	Google	5.91%
2.	Yahoo! Search	0.86%
3.	Bing	0.85%
4.	Ask	0.37%
5.	AOL Search	0.14%
6.	bing Images	0.11%
7.	bing Videos	0.06%
8.	Info.com	0.06%
9.	Yahoo! Image Search	0.03%
10.	Crawler	0.03%

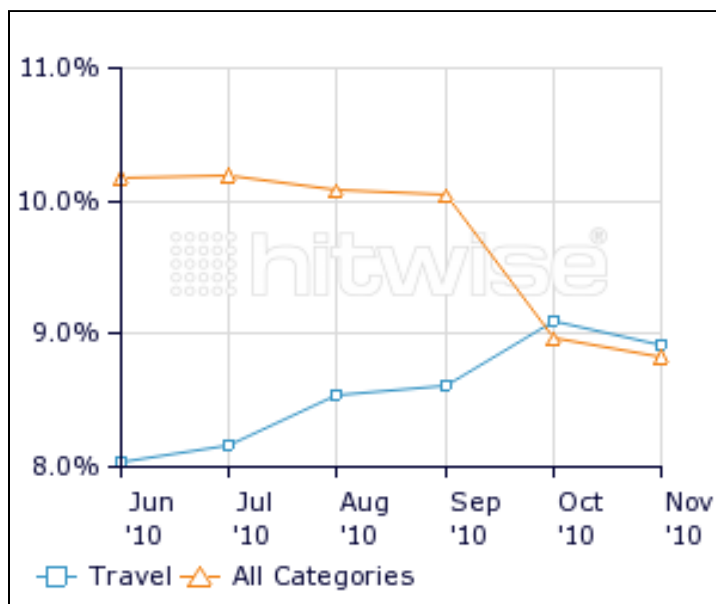
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 37.97% for the 6 months ending November, 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 November, 2010

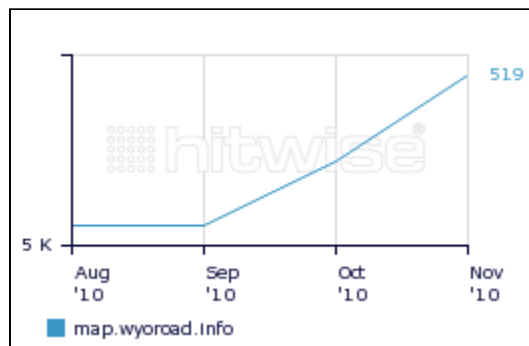


## Travel - Fast Movers

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 November, 2010.

### Wyoming Road Report Map

<http://map.wyroad.info/>

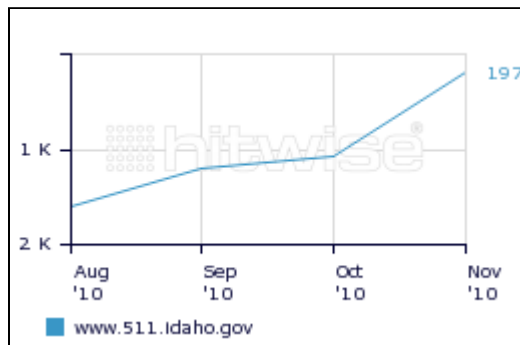


🏠 2,263 places

This site features a Wyoming Road Report Map.

### Idaho Transportation Department 511 Traveler Information

<http://www.511.idaho.gov/>

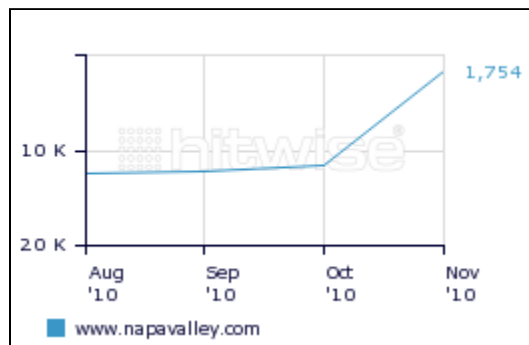


🏠 870 places

This is the Idaho Transportation Department 511 Traveler Information website.

### NapaValley.com

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

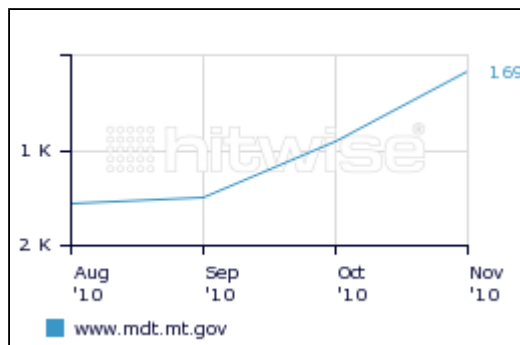


🏠 9,741 places

NapaValley.com is an online travel resource for users planning trips to the Napa Valley Wine Country. The site contains local news and information on lodgings, wineries, current events and things to do and see in Napa Valley.

### Montana Department of Transportation (MDT)

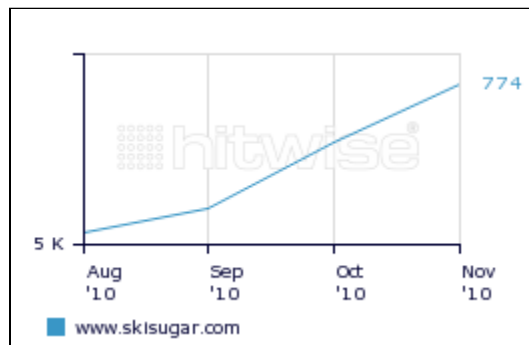
<http://www.mdt.mt.gov/>



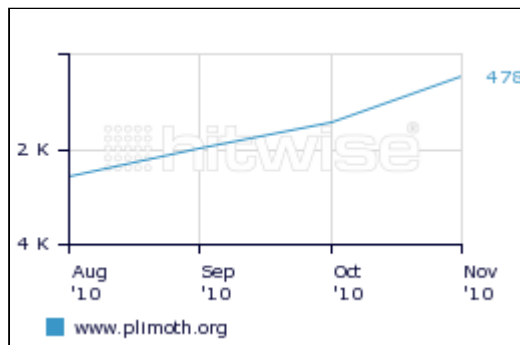
🏠 729 places

The MDT website contains information about the department, traveler information, maps for the Montana region as well as public involvement information such as adopt-a-highway and bridge adoption.

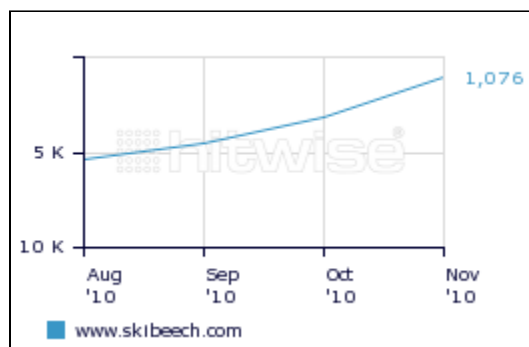
## Travel - Fast Movers (continued)

**Sugar Mountain Resort**<http://www.skisugar.com/>
**1,540 places**

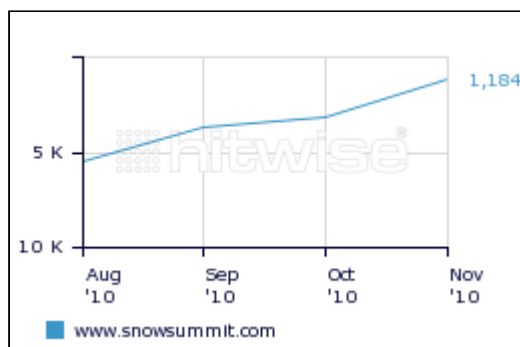
The website for Sugar Mountain Resort in North Carolina, features information about the mountain, including lessons and rates, condition reports and season passes.

**Plimoth Plantation**<http://www.plimoth.org/>
**938 places**

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

**Ski Beech**<http://www.skibeech.com/>
**2,044 places**

Ski Beech is a ski resort located on Beech Mountain in North Carolina. Visitors to this site can view current conditions, live webcam, tickets prices and visitor information.

**Snow Summit Mountain Resort**<http://www.snowsummit.com/>
**2,018 places**

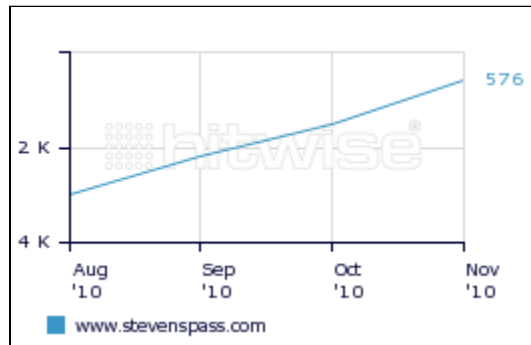
This site features information on the Snow Summit Mountain Resort and its facilities, services and events.



Travel - Fast Movers (continued)

**Stevens Pass**

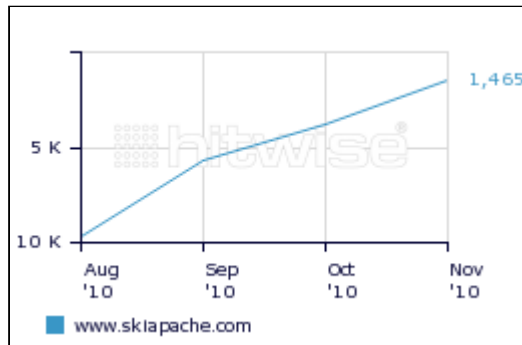
<http://www.stevenspass.com/>



🏠 930 places

**Ski Apache**

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



🏠 2,318 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.

This site features information on the ski resort Ski Apache and its facilities, attractions and services.

Note: Data is based on a sample of 10 million US Internet users.

Source: Hitwise

## Hitwise Methodology

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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](http://www.hitwise.com/us).