

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Hitwise Monthly Category Report - Travel

1

Traffic Distribution Analysis

39.05% of all visits to the online 'Travel' industry went to the top 10 websites for the month of September, 2008. 47.93% went to the top 20 websites and 68.30% went to the top 100 websites.

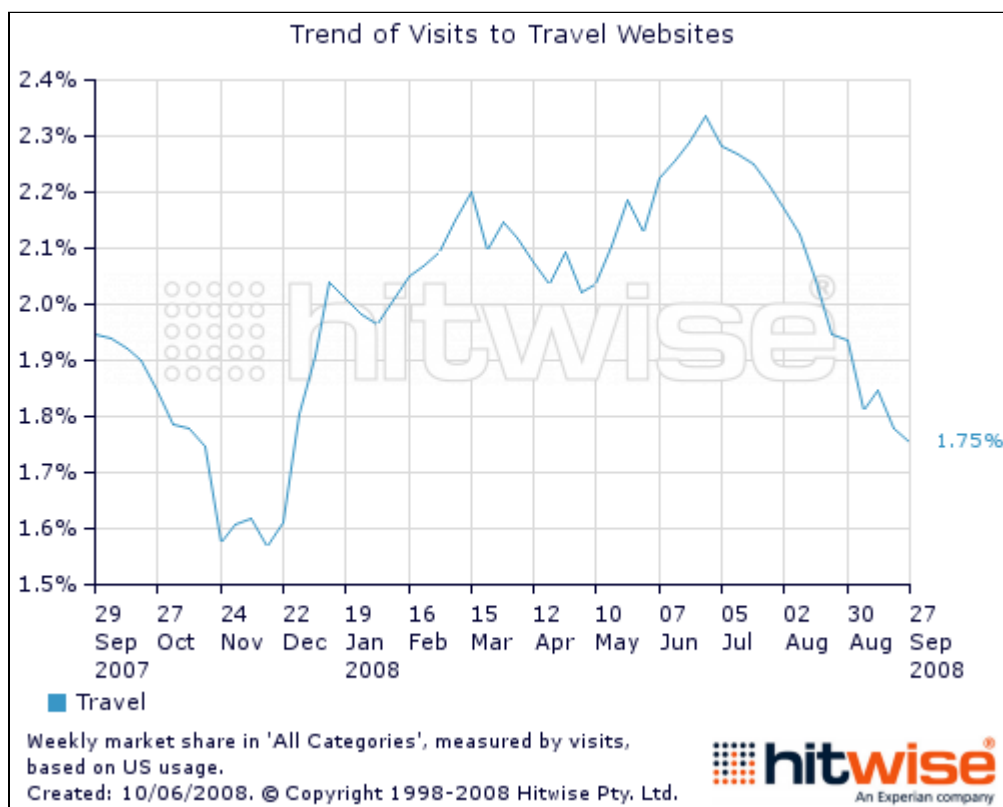
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 58 seconds for the month of September, 2008. This is a minimal decrease from last months average visit duration of 9 minutes, 9 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 September, 2008 based on visits was 9.0%, which means that 9 websites in this industry's Top 100 rankings have changed since August, 2008.

Websites that entered the Top 100 were:

August, 2008 Rank	September, 2008 Rank	Website	Domain
527	50	Universal Ride	www.universalride.net
121	70	WorldAtlas.com	www.worldatlas.com
176	80	Disney Parks	disneyarks.disney.go.com
107	82	OpenList.com	www.openlist.com
111	89	Norfolk Southern	www.nscorp.com
108	94	Interval International	www.intervalworld.com
120	95	Cruise Critic Message Boards	messages.cruisecritic.com
170	96	NationMaster.com	www.nationmaster.com
102	97	Smarter Travel	www.smartertravel.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

August, 2008 Rank	September, 2008 Rank	Website	Domain
72	101	Shermans Travel - QuickSearch	quicksearch.shermanstravel.com
81	145	Recreation One-Stop	www.recreation.gov
82	102	Quality Inn	www.qualityinn.com
94	137	KOA Kampgrounds of America	www.koa.com
95	160	AAA South	www.aaasouth.com
97	111	Travel.ian.com Booking Application	travel.ian.com
98	127	Hotels and Discounts	www.hotels-and-discounts.com
99	123	Discover Our Town	www.discoverourtown.com
100	124	res99.com Booking Application	www.res99.com

* Note: DNR = Did Not Rank

Source: Hitwise

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4

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of September, 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: 11,584

Category Contribution Percentage: 1.79%

Rank	Website	Domain	Market Share	Aug '08	Jul '08	Jun '08
1.	MapQuest	www.mapquest.com	12.80%	1	1	1
2.	Google Maps	maps.google.com	9.50%	2	2	2
△	3. Yahoo! Maps	maps.yahoo.com	3.21%	4	4	4
▽	4. Expedia	www.expedia.com	2.77%	3	3	3
5.	Southwest Airlines	www.southwest.com	2.68%	5	5	5
6.	Travelocity	www.travelocity.com	2.19%	6	6	6
7.	Orbitz	www.orbitz.com	1.74%	7	7	7
△	8. Yahoo! Travel	travel.yahoo.com	1.56%	9	9	9
▽	9. Priceline.com	www.priceline.com	1.43%	8	8	8
10.	Cheap Tickets	www.cheaptickets.com	1.17%	10	10	10
△	11. American Airlines	www.aa.com	1.12%	12	14	13
△	12. Delta Air Lines	www.delta.com	1.08%	13	15	14
▽	13. TripAdvisor	www.tripadvisor.com	1.03%	11	11	11
△	14. Local Live	local.live.com	0.92%	16	18	18
15.	Hotwire	www.hotwire.com	0.85%	15	12	12
△	16. Kayak	www.kayak.com	0.85%	17	16	16
△	17. CheapoAir.com	www.cheapoair.com	0.84%	25	20	17
▽	18. Hotels.com	www.hotels.com	0.75%	14	13	15
△	19. Northwest Airlines	www.nwa.com	0.72%	21	21	21
20.	United Airlines	www.united.com	0.72%	20	25	23

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 **09/27/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.83%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 252,732 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.83%	
2.	map quest	1.08%	
3.	maps	0.90%	
4.	mapquest driving directions	0.86%	
5.	southwest airlines	0.72%	
6.	google maps	0.65%	
7.	mapquest.com	0.57%	
8.	google earth	0.57%	
9.	expedia	0.49%	
10.	driving directions	0.46%	
11.	travelocity	0.43%	
12.	american airlines	0.30%	
13.	orbitz	0.28%	
14.	www.mapquest.com	0.26%	
15.	united airlines	0.26%	
16.	yahoo maps	0.26%	
17.	continental airlines	0.25%	
18.	cheap flights	0.24%	
19.	cheap tickets	0.23%	
20.	amtrak	0.23%	
21.	priceline	0.22%	
22.	directions	0.22%	
23.	map	0.21%	
24.	delta airlines	0.19%	
25.	us airways	0.18%	
26.	expedia.com	0.18%	
27.	greyhound	0.17%	
28.	airline tickets	0.17%	
29.	map quest driving directions	0.17%	
30.	northwest 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 34.80% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of September, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 9.93% more upstream traffic from search engines than the internet average of 24.87%. The 'Travel' online industry sent 1.47% less downstream traffic to search engines than the internet average of 9.55%.

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

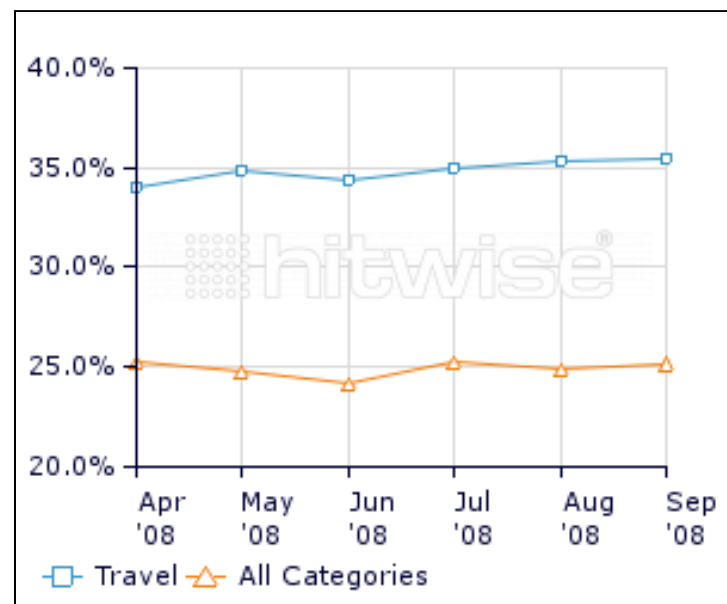
Rank	Website	Upstream Share
1.	Google	25.99%
2.	Yahoo! Search	5.10%
3.	MSN Search	1.58%
4.	Ask.com	0.72%
5.	Google Image Search	0.34%
6.	Windows Live Search	0.27%
7.	AOL Search	0.23%
8.	My Web Search	0.21%
9.	Dogpile	0.12%
10.	Aim Search	0.04%

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

Rank	Website	Downstream Share
1.	Google	5.22%
2.	Yahoo! Search	0.98%
3.	Google Image Search	0.31%
4.	Ask.com	0.29%
5.	MSN Search	0.27%
6.	AOL Search	0.19%
7.	Windows Live Search	0.14%
8.	My Web Search	0.09%
9.	WebCrawler	0.05%
10.	Yahoo! Image Search	0.05%

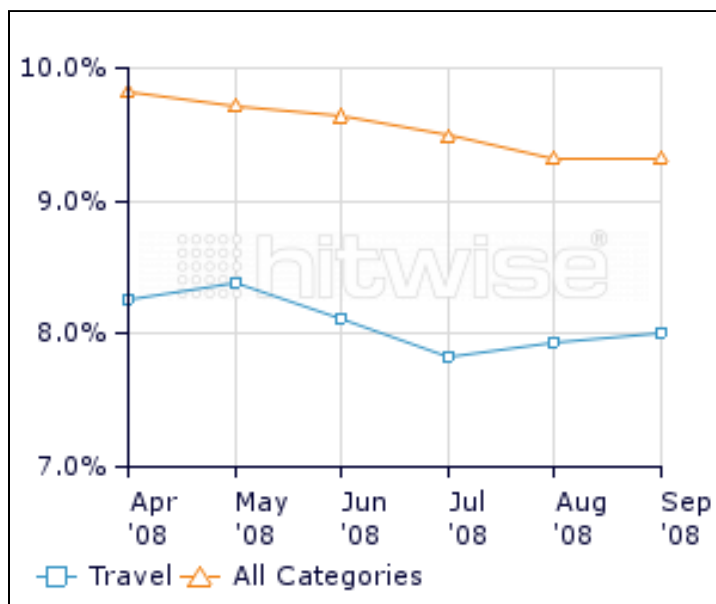
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 34.80% for the 6 months ending September, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.08% for the 6 months ending September, 2008

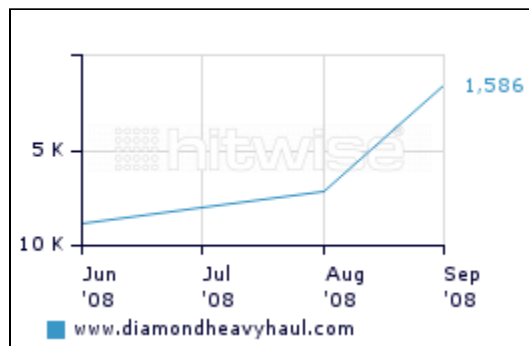


Travel - Fast Movers

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 September, 2008.

Diamond Heavy Haul

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

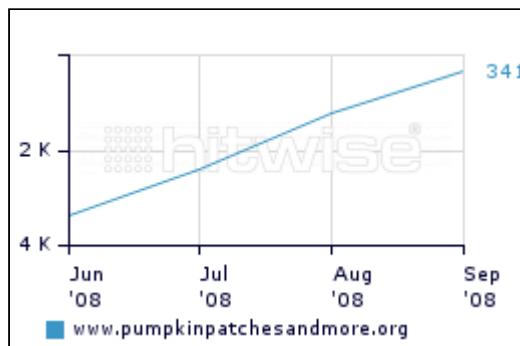


△ 5,590 places

Diamond Heavy Haul's website includes a contact list, gallery and company information.

Pumpkin Patches And More

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

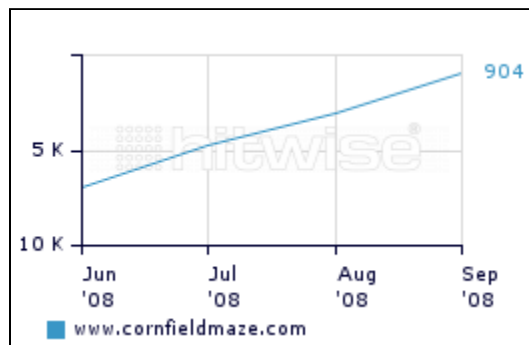


△ 861 places

This is an online state by state directory of pumpkin patches, corn mazes, and other Halloween related amusements.

The MAiZE

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

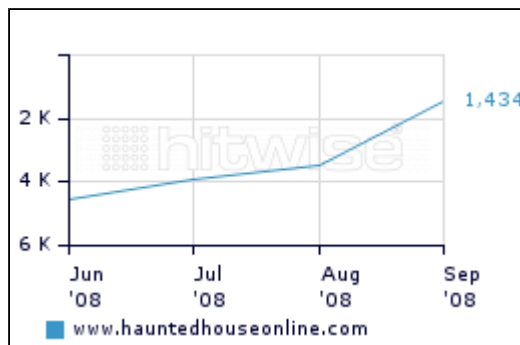


△ 2,151 places

This site features information on mazes created in crop fields around the United States and Canada, as well as internationally.

Haunted House Online

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



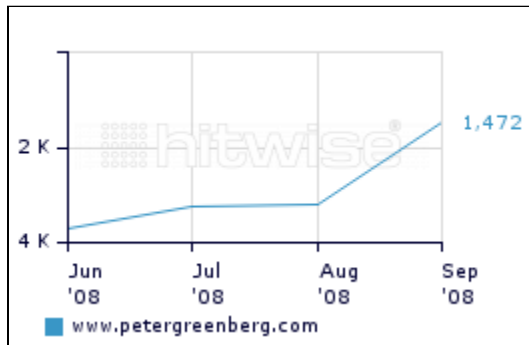
△ 2,028 places

Haunted House Online features information on haunted houses and Halloween attractions throughout America.

Travel - Fast Movers (continued)

Peter Greenberg

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

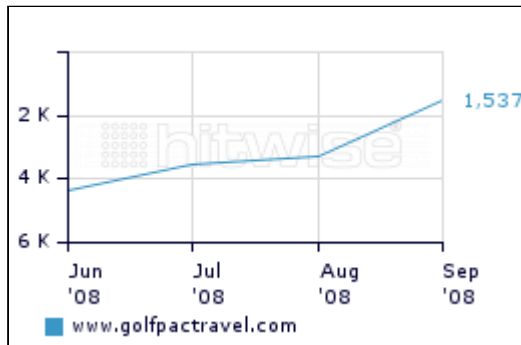


△ 1,719 places

This is the website of journalist and travel expert, Peter Greenberg.

Golfpac

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

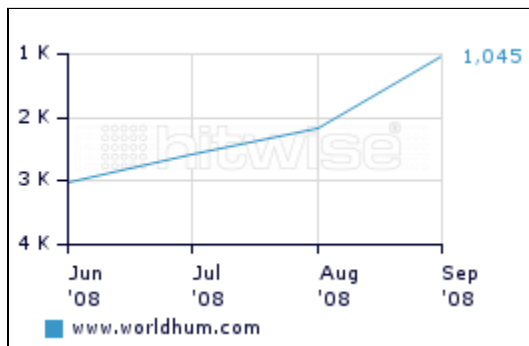


△ 1,716 places

Golfpac helps organise golfing vacations. The site features information on packages and specials.

World Hum

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

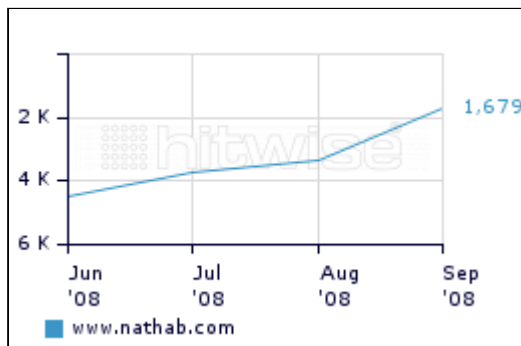


△ 1,120 places

World Hum is a travel magazine, which provides travel narratives, reviews, and links.

Natural Habitat Adventure

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

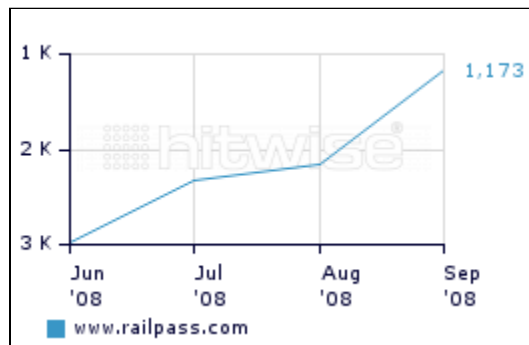


△ 1,636 places

No description

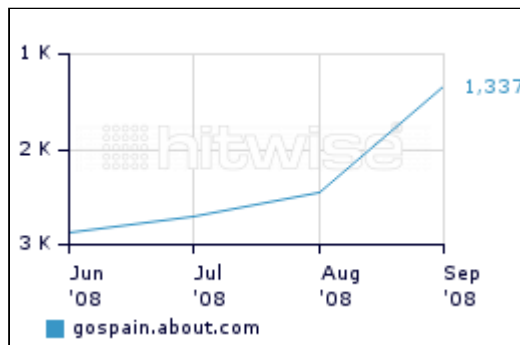
Travel - Fast Movers (continued)

RailPass Express
http://www.railpass.com/



△ 986 places

About.com - Spain for Visitors
http://gospain.about.com/



△ 1,111 places

RailPass Express is an authorised sales outlet of European rail, British rail and other travel related products. The site includes a list of passes, maps, plans and ordering information.

No description

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.