

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Hitwise Monthly Category Report - Travel

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Traffic Distribution Analysis

37.86% of all visits to the online 'Travel' industry went to the top 10 websites for the month of March, 2009. 47.23% went to the top 20 websites and 68.81% went to the top 100 websites.

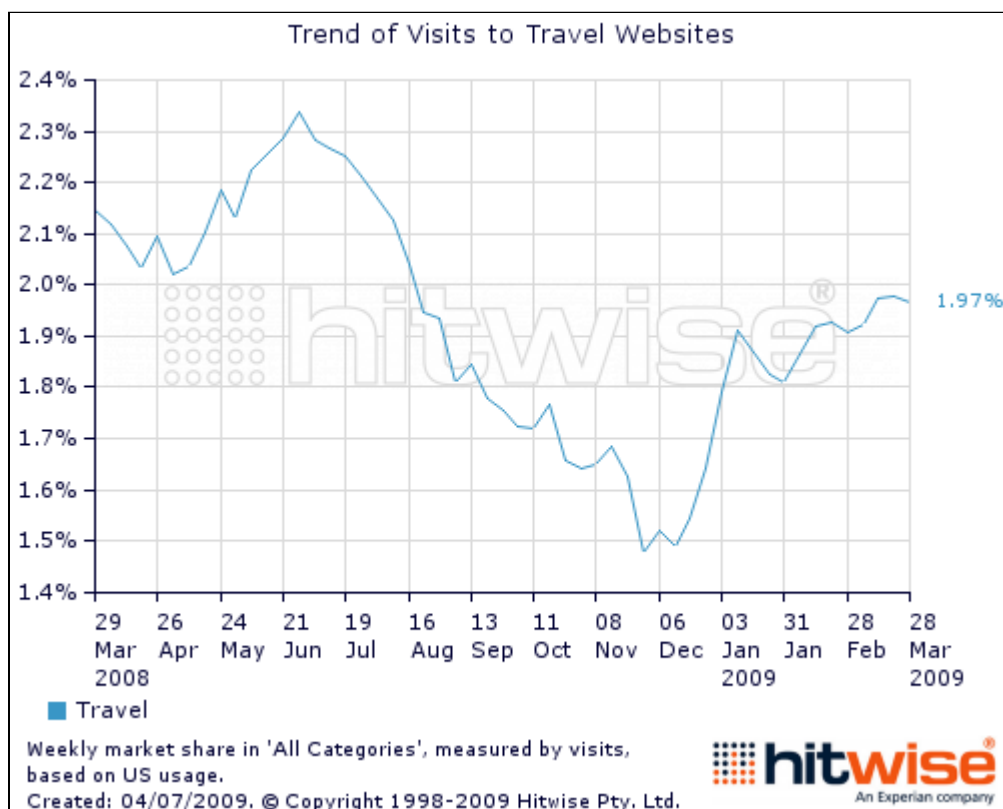
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 20 seconds for the month of March, 2009. This is a minimal decrease from last months average visit duration of 9 minutes, 21 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 March, 2009 based on visits was 4.0%, which means that 4 websites in this industry's Top 100 rankings have changed since February, 2009.

Websites that entered the Top 100 were:

February, 2009 Rank	March, 2009 Rank	Website	Domain
DNR	37	travel.southwest.com	travel.southwest.com
109	66	Six Flags	www.sixflags.com
107	96	Trails.com	www.trails.com
105	98	TripCheck	www.tripcheck.com

Websites that have left the Top 100 were:

February, 2009 Rank	March, 2009 Rank	Website	Domain
55	321	NationMaster.com	www.nationmaster.com
97	118	Travelocity - Last Minute Packages	lastminute.travelocity.com
99	101	VirtualTourist	www.virtualtourist.com
100	123	BookIt.com	www.bookit.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 March, 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: 12,057

Category Contribution Percentage: 1.97%

Rank	Website	Domain	Market Share	Feb '09	Jan '09	Dec '08
1.	MapQuest	www.mapquest.com	10.34%	1	1	1
2.	Google Maps	maps.google.com	9.90%	2	2	2
3.	Expedia	www.expedia.com	3.42%	3	3	4
4.	Southwest Airlines	www.southwest.com	3.04%	4	4	3
5.	Yahoo! Maps	maps.yahoo.com	2.40%	5	5	5
6.	Travelocity	www.travelocity.com	2.28%	6	6	6
7.	Priceline.com	www.priceline.com	1.89%	7	8	9
8.	Orbitz	www.orbitz.com	1.80%	8	7	7
9.	Yahoo! Travel	travel.yahoo.com	1.53%	9	10	8
10.	TripAdvisor	www.tripadvisor.com	1.27%	10	11	15
11.	Hotwire	www.hotwire.com	1.21%	11	14	18
12.	American Airlines	www.aa.com	1.12%	12	9	10
△	13. Delta Air Lines	www.delta.com	1.04%	14	13	11
▽	14. Cheap Tickets	www.cheaptickets.com	0.97%	13	12	12
△	15. Kayak	www.kayak.com	0.96%	17	20	23
16.	Local Live	local.live.com	0.89%	16	15	13
△	17. Hotels.com	www.hotels.com	0.88%	18	19	25
△	18. CheapoAir.com	www.cheapoair.com	0.84%	19	16	16
△	19. Continental Airlines	www.continental.com	0.73%	23	24	20
△	20. JetBlue Airways	www.jetblue.com	0.73%	28	28	27

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 **03/28/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **2.94%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 9,993 search terms.

Rank	Search Term	Clicks	
1.	mapquest	2.94%	
2.	southwest airlines	0.89%	
3.	mapquest driving directions	0.88%	
4.	map quest	0.86%	
5.	maps	0.76%	
6.	google maps	0.57%	
7.	travelocity	0.53%	
8.	google earth	0.53%	
9.	mapquest.com	0.52%	
10.	expedia	0.44%	
11.	driving directions	0.43%	
12.	american airlines	0.30%	
13.	orbitz	0.29%	
14.	cheap flights	0.26%	
15.	priceline	0.25%	
16.	united airlines	0.25%	
17.	delta airlines	0.23%	
18.	expedia.com	0.23%	
19.	continental airlines	0.21%	
20.	www.mapquest.com	0.20%	
21.	directions	0.20%	
22.	cheap tickets	0.19%	
23.	us airways	0.19%	
24.	amtrak	0.18%	
25.	hotels.com	0.18%	
26.	airline tickets	0.18%	
27.	yahoo maps	0.18%	
28.	google	0.17%	
29.	map quest driving directions	0.17%	
30.	map	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 36.12% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of March, 2009 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.05% more upstream traffic from search engines than the internet average of 26.07%. The 'Travel' online industry sent 1.34% less downstream traffic to search engines than the internet average of 9.46%.

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

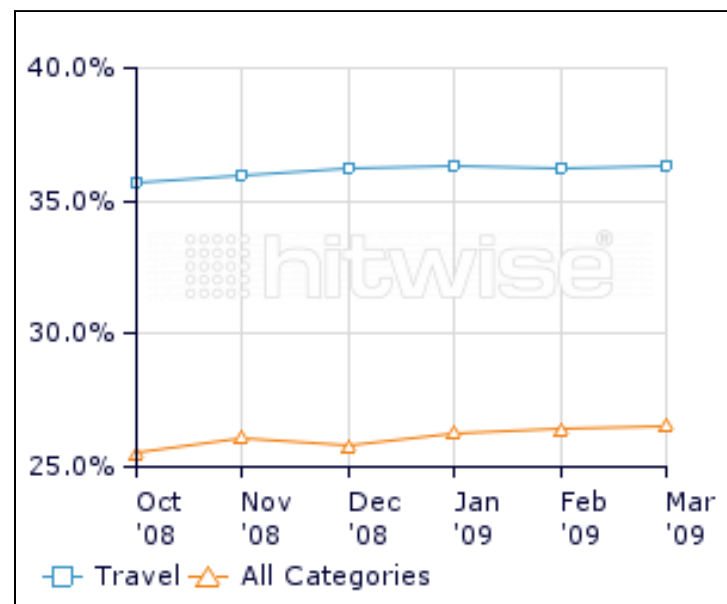
Rank	Website	Upstream Share
1.	Google	27.43%
2.	Yahoo! Search	4.87%
3.	MSN Search	1.23%
4.	Ask.com	0.79%
5.	Windows Live Search	0.45%
6.	Google Image Search	0.37%
7.	My Web Search	0.21%
8.	AOL Search	0.15%
9.	Dogpile	0.09%
10.	Google UK	0.07%

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

Rank	Website	Downstream Share
1.	Google	5.39%
2.	Yahoo! Search	1.03%
3.	Google Image Search	0.36%
4.	Ask.com	0.34%
5.	Windows Live Search	0.22%
6.	MSN Search	0.19%
7.	AOL Search	0.11%
8.	My Web Search	0.09%
9.	Yahoo! Image Search	0.03%
10.	Dogpile	0.03%

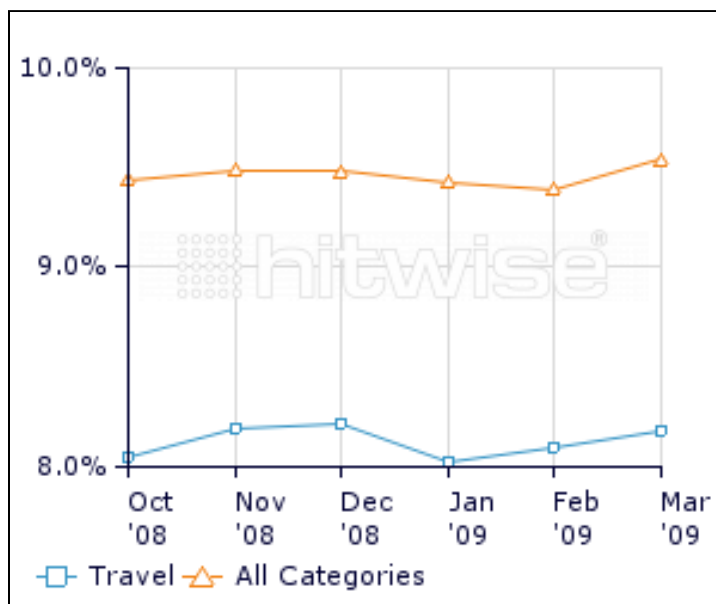
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 36.12% for the 6 months ending March, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.12% for the 6 months ending March, 2009

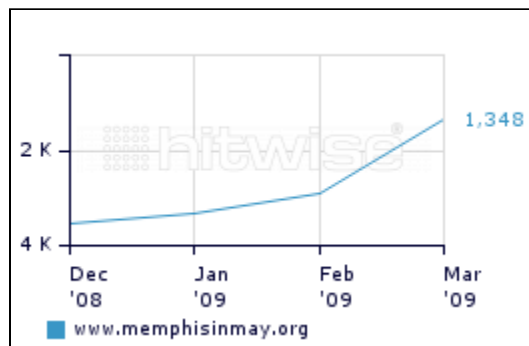


Travel - Fast Movers

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 March, 2009.

Memphis in May

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

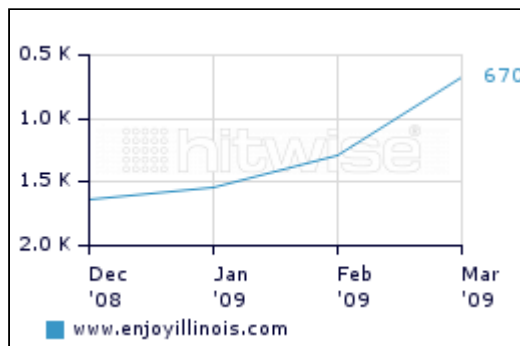


△ 1,566 places

This website provides information about Memphis in May International Festival. Users can find information on travel, tickets and events.

Enjoy Illinois

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

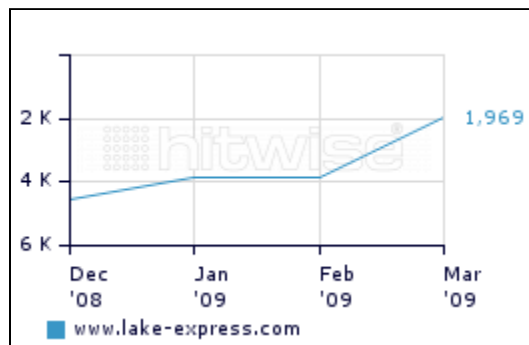


△ 618 places

The Illinois Bureau of Tourism website provides a range of travel information for the Illinois region.

Lake Express High Speed Ferry

<http://www.lake-express.com/>

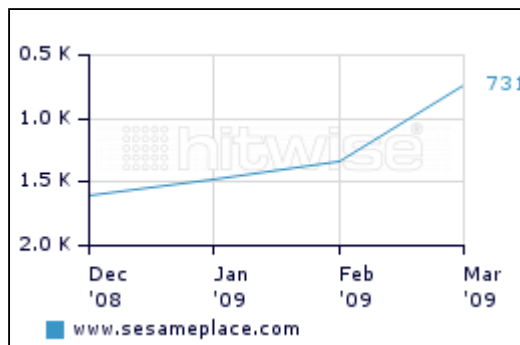


△ 1,894 places

This site features information on the Lake Express High Speed Ferry, which crosses Lake Michigan between Milwaukee and Muskegon.

www.sesameplace.com

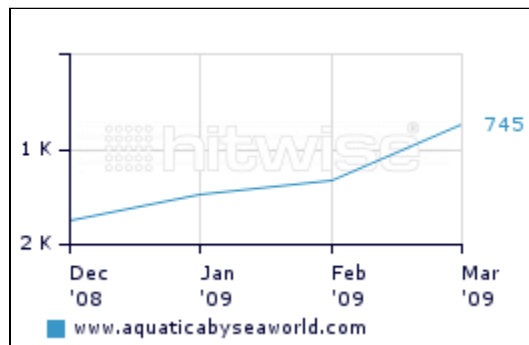
<http://www.sesameplace.com/>



△ 607 places

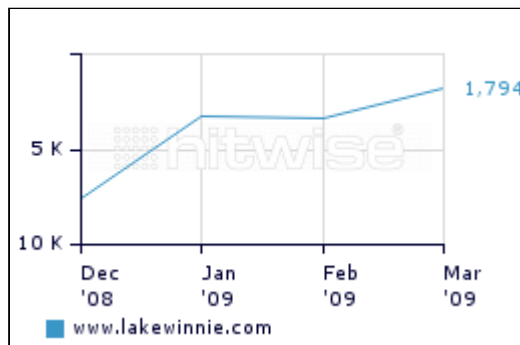
No description

Travel - Fast Movers (continued)

Aquatica By Seaworld<http://www.aquaticabyseaworld.com/>

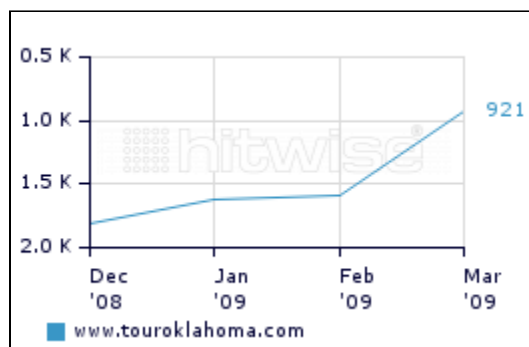
588 places

This is the website for the Aquatica resort in Orlando, Florida. Information about the park and interactive activities can be found on this site.

Lake Winnepesaukah Amusement Park<http://www.lakewinnie.com/>

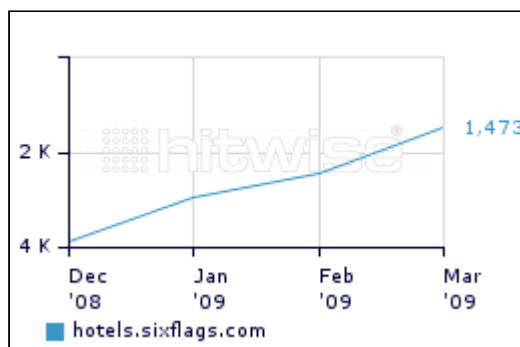
1,521 places

This website provides information about the Lake Winnepesaukah Amusement Park. Details include rides, specials, info and events, ticket prices, games and food.

Oklahoma Parks, Resorts and Golf<http://www.touroklahoma.com/>

664 places

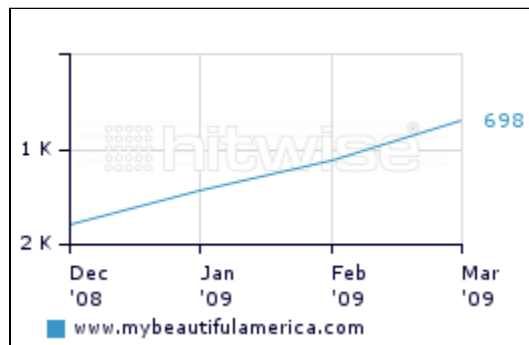
This website provides information about Oklahoma's Parks, Resorts and Golf courses. Details include search, events, tourist information and gallery.

Six Flags - Hotels<http://hotels.sixflags.com/>

958 places

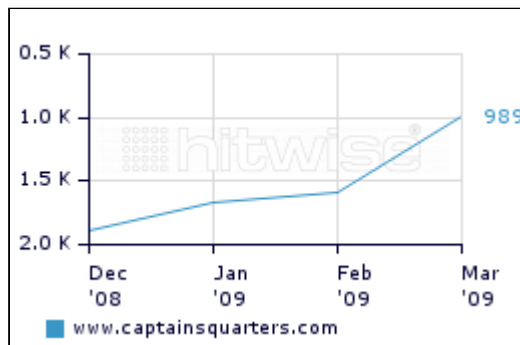
This is the Hotels section of the Six Flags website allowing users to book accommodation close to Six Flags locations.

Travel - Fast Movers (continued)

My Beautiful America<http://www.mybeautifulamerica.com/>

422 places

My Beautiful America is dedicated to beautiful country of America and its various destinations.

Captain's Quarters Family and Golf Resort<http://www.captainsquarters.com/>

599 places

This is the online presence of Captain's Quarters Family and Golf Resort in Myrtle Beach, SC. It features a rates and availability search, online reservation facilities, and information about the resort and the activities it offers.

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.