

# Hitwise Monthly Travel Category Report

Based on US Internet usage  
for the the month of February, 2007

## Traffic Distribution Analysis

36.74% of all visits to the online 'Travel' industry went to the top 10 websites for the month of February, 2007. 46.12% went to the top 20 websites and 67.33% went to the top 100 websites.

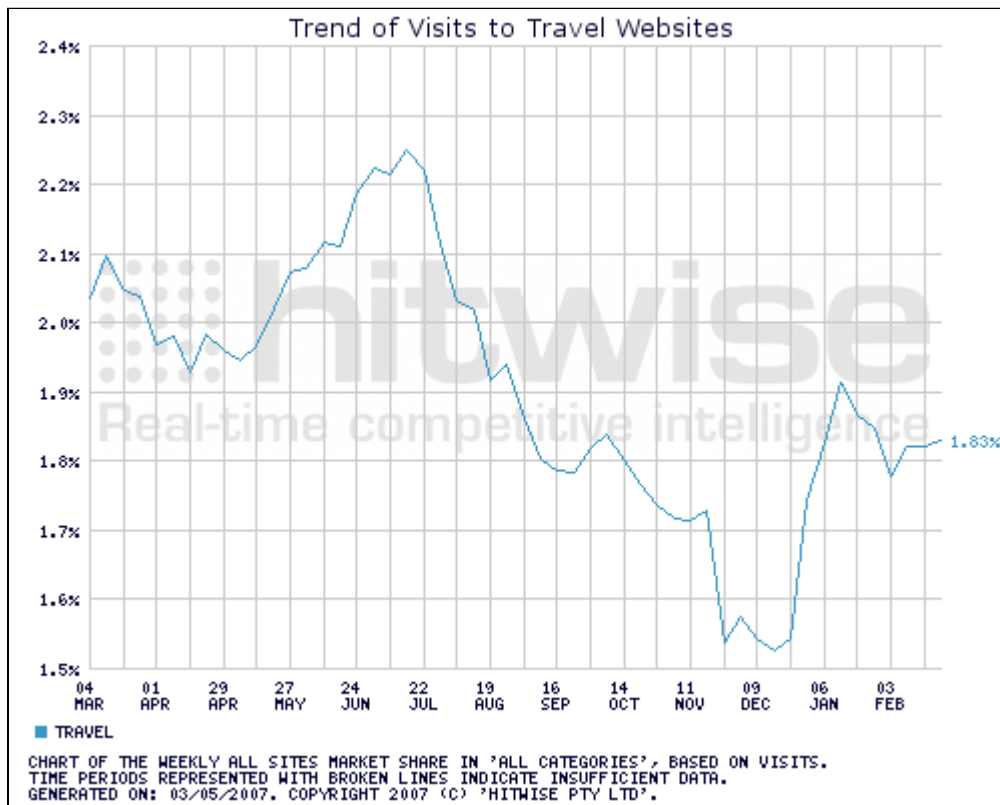
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 42 seconds for the month of February, 2007. This is a minimal decrease from last months average visit duration of 8 minutes, 48 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 February, 2007 based on visits was 8.0%, which means that 8 sites in this industry's Top 100 rankings have changed since January, 2007.

Websites that entered the Top 100 were:

January, 2007 Rank	February, 2007 Rank	Website	Domain
104	72	Travelzoo Top 20	www.top20.travelzoo.com
152	88	My Travel Guide	www.mytravelguide.com
160	92	BookAirlineTickets.com	www.bookairlinetickets.com
103	93	Franceguide.com	www.franceguide.com
125	95	Six Flags	www.sixflags.com
101	96	Dollar Rent A Car	www.dollar.com
116	97	CarRentals.com	www.carrentals.com
DNR	100	quicksearch.shermanstravel.com	quicksearch.shermanstravel.com

Websites that have left the Top 100 were:

January, 2007 Rank	February, 2007 Rank	Website	Domain
80	101	Apple Vacations	www.applevacations.com
82	114	Norwegian Cruise Line	www.ncl.com
86	108	Funjet Vacations	www.funjet.com
91	104	Yahoo! FareChase	yahoo.farechase.com
93	102	Travelzoo Hotels	hotels.travelzoo.com
97	107	WorldAtlas.com	www.worldatlas.com
98	106	British Airways	www.britishairways.com
99	192	Hotel-Guides.us	www.hotel-guides.us

\* Note: DNR = Did Not Rank

Source: Hitwise

## Travel - Website Ranks

The table below shows the Top 20 sites in the 'Travel' online industry for the month of February, 2007 based on visits.

Rank	Website	Domain	Market Share	Jan '07	Dec '06	Nov '06
1.	MapQuest	www.mapquest.com	12.21%	1	1	1
2.	Expedia	www.expedia.com	4.45%	2	3	3
3.	Yahoo! Maps	maps.yahoo.com	3.91%	3	2	2
4.	Travelocity	www.travelocity.com	2.92%	4	6	5
5.	Southwest Airlines	www.southwest.com	2.78%	5	4	4
6.	Orbitz	www.orbitz.com	2.74%	6	5	6
△	7. Google Maps	maps.google.com	2.63%	8	8	8
▽	8. Cheap Tickets	www.cheaptickets.com	2.48%	7	7	7
9.	Yahoo! Travel	travel.yahoo.com	1.33%	9	10	10
△	10. Priceline.com	www.priceline.com	1.30%	11	12	11
▽	11. American Airlines	www.aa.com	1.22%	10	9	9
12.	Delta Air Lines	www.delta.com	1.16%	12	11	12
△	13. Hotwire	www.hotwire.com	1.03%	14	24	24
▽	14. TripAdvisor	www.tripadvisor.com	1.02%	13	18	19
15.	Hotels.com	www.hotels.com	0.98%	15	17	18
△	16. JetBlue Airways	www.jetblue.com	0.87%	17	21	20
▽	17. United Airlines	www.united.com	0.80%	16	13	14
△	18. US Airways	www.usairways.com	0.79%	20	16	16
△	19. Local Live	local.live.com	0.77%	21	14	13
▽	20. Northwest Airlines	www.nwa.com	0.73%	19	15	15

Note: DNR = Did Not Rank

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

## Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **02/24/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.39%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 233,647 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.39%	
2.	map quest	1.14%	
3.	maps	0.87%	
4.	mapquest.com	0.70%	
5.	southwest airlines	0.59%	
6.	travelocity	0.58%	
7.	expedia	0.54%	
8.	driving directions	0.47%	
9.	orbitz	0.43%	
10.	google earth	0.36%	
11.	american airlines	0.35%	
12.	www.mapquest.com	0.34%	
13.	expedia.com	0.34%	
14.	airline tickets	0.34%	
15.	map	0.31%	
16.	directions	0.28%	
17.	hotels	0.28%	
18.	cheap tickets	0.28%	
19.	cheap airline tickets	0.25%	
20.	united airlines	0.24%	
21.	delta airlines	0.23%	
22.	hotels.com	0.23%	
23.	travel	0.23%	
24.	amtrak	0.20%	
25.	airlines	0.19%	
26.	southwest	0.19%	
27.	continental airlines	0.19%	
28.	yahoo maps	0.18%	
29.	cheap flights	0.18%	
30.	jet blue	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 29.24% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February, 2007 were 'Google', 'Yahoo! Search' and 'Live Search'.

The 'Travel' online industry received 6.52% more upstream traffic from search engines than the internet average of 22.71%. The 'Travel' online industry sent 1.07% less downstream traffic to search engines than the internet average of 9.16%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of February, 2007:

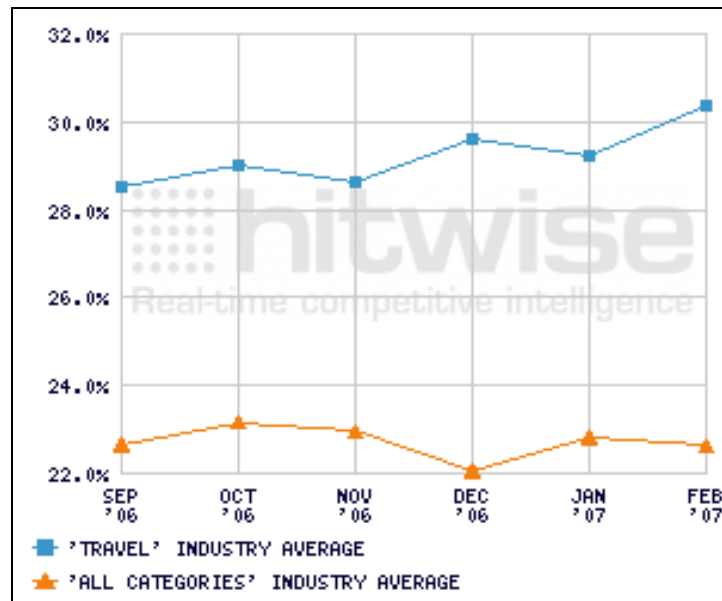
Rank	Website	Share
1.	Google	18.61%
2.	Yahoo! Search	5.45%
3.	Live Search	3.31%
4.	Ask.com	0.68%
5.	AOL Search	0.31%
6.	Google Image Search	0.30%
7.	Windows Live Search	0.28%
8.	My Web Search	0.22%
9.	Dogpile	0.19%
10.	HP Search	0.05%
	Other	0.95%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of February, 2007:

Rank	Website	Share
1.	Google	4.67%
2.	Yahoo! Search	1.15%
3.	Live Search	0.66%
4.	Windows Live Search	0.33%
5.	AOL Search	0.28%
6.	Ask.com	0.20%
7.	Google Image Search	0.15%
8.	My Web Search	0.11%
9.	Yahoo! Image Search	0.06%
10.	Dogpile	0.05%
	Other	0.55%

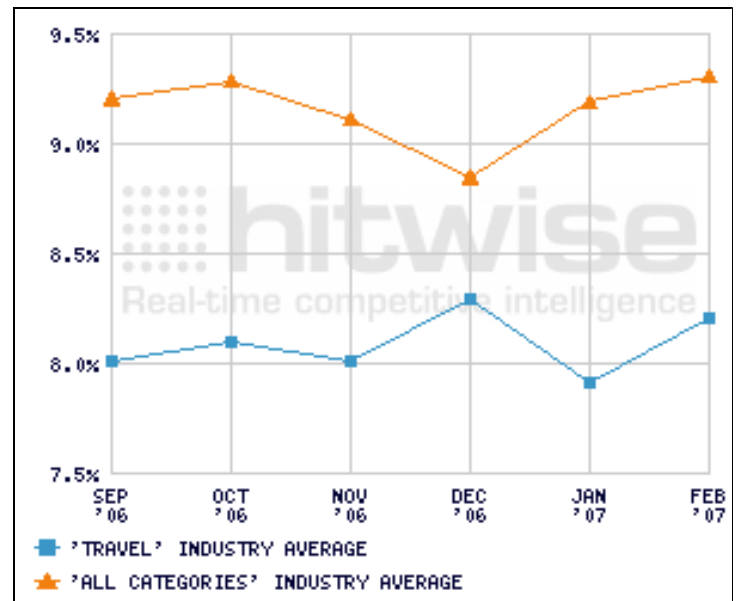
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 29.24% for the 6 months ending February, 2007



Downstream Search Engine Traffic Trend

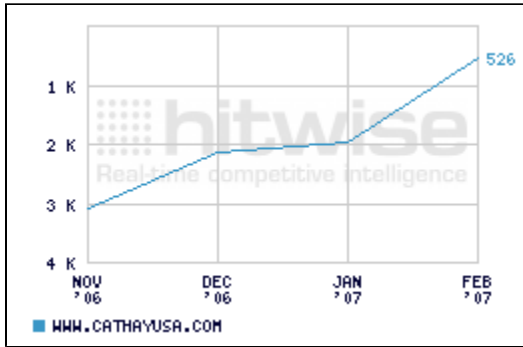
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.09% for the 6 months ending February, 2007



Travel - Fast Movers

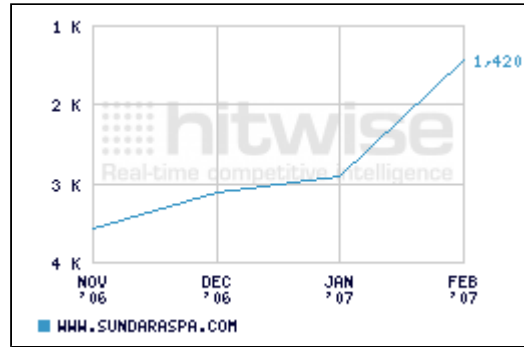
Fast Movers indicates local sites which have witnessed substantial increases in rank in the 'Travel' online industry. Charts show rank in the 'Travel' online industry for the four months ending February, 2007.

**Cathay Pacific USA**  
<http://www.cathayusa.com/>



1,426 places

**Sundara Spa**  
<http://www.sundaraspa.com/>

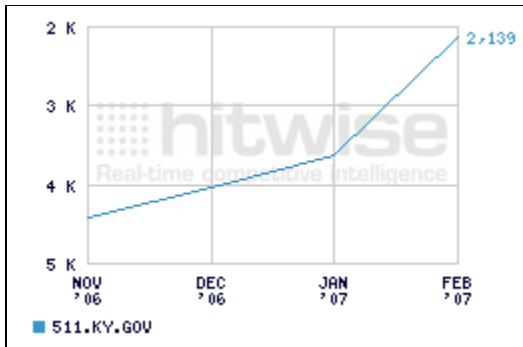


1,492 places

The Cathay Pacific USA website provides flight info, air ticket reservation, special offers, trip planning, and details about Cathay Pacific's Frequent Flyer program.

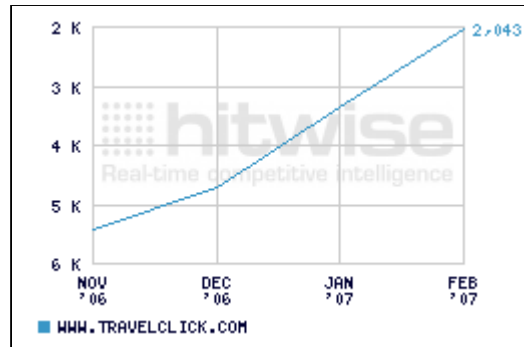
Sundara Spa is a smoke-free destination spa built in Wisconsin Dells. The site details location information, gift cards, packages, services, career opportunities and contact details.

**Kentucky Transportation Cabinet**  
<http://511.ky.gov/>



1,478 places

**TravelCLICK**  
<http://www.travelclick.com/>



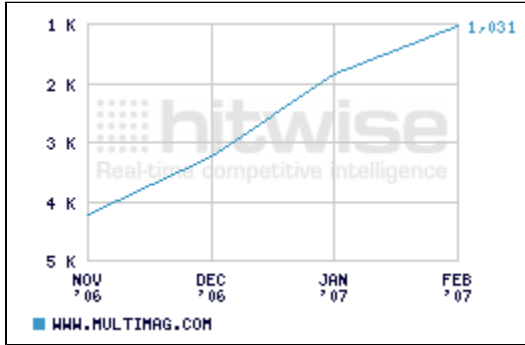
1,296 places

The Kentucky Transportation Cabinet website provides traffic and travel information for the state of Kentucky. The site features administration, vehicle regulation, highway information, news and other traffic and travel information.

TravelCLICK is a provider of digital media and data solutions to the travel industry.

Travel - Fast Movers (continued)

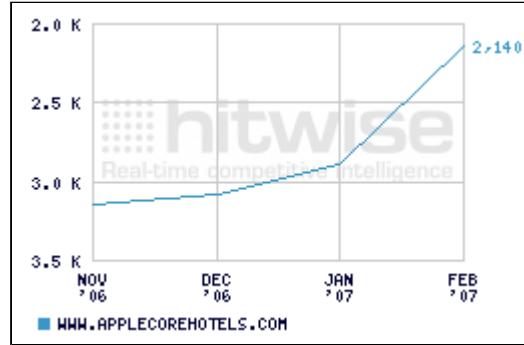
**MultitMag Michigan**  
<http://www.multimag.com/>



833 places

MultitMag Michigan is a comprehensive index of information about Michigan.

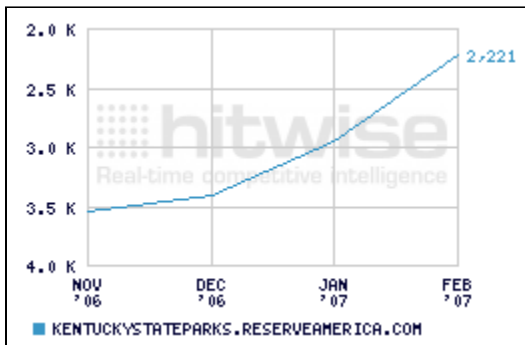
**Apple Core Hotels**  
<http://www.applecorehotels.com/>



746 places

This site features information on the chain of European style budget hotels, Apple Core Hotels, situated throughout New York.

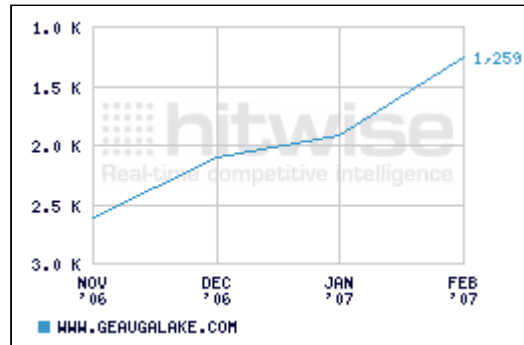
**Kentucky State Parks - Campground Reservations**  
<http://kentuckystateparks.reserveamerica.com/>



728 places

This website provides users with the opportunity to make campground reservations in Kentucky's State Parks.

**Geauga Lake & Wildwater Kingdom**  
<http://www.geaugalake.com/>



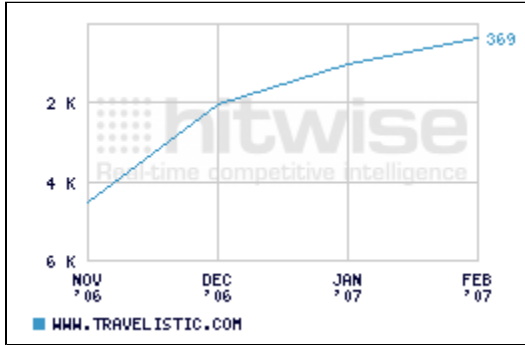
654 places

This site features information on the Geauga Lake & Wildwater Kingdom theme park, situated in Aurora, Ohio.

Travel - Fast Movers (continued)

**Travelistic**

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



⚡ 637 places

**HotelsTravel.com**

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



⚡ 594 places

Travelistic lets users view travel destinations through user generated videos.

HotelsTravel.com contains links to links to lodging, tourist guides, maps and travel resources online.

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 Session Duration'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between sites.

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