

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

35.59% of all visits to the online 'Travel' industry went to the top 10 websites for the month of January, 2008. 45.11% went to the top 20 websites and 66.88% went to the top 100 websites.

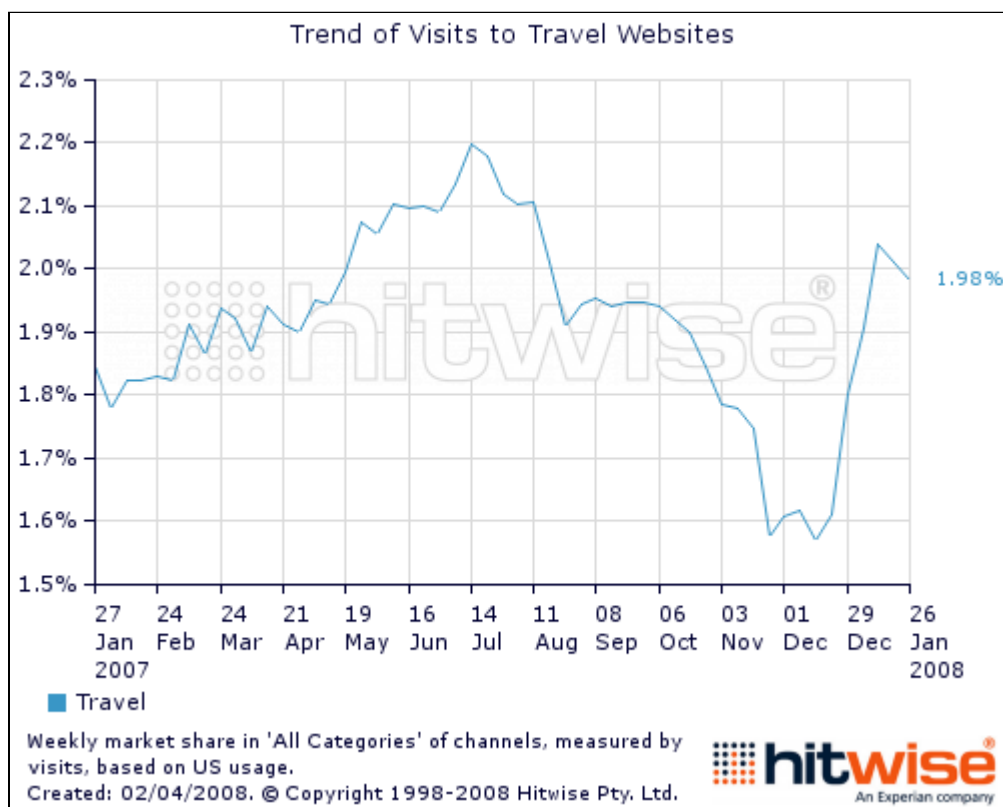
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 48 seconds for the month of January, 2008. This is a minimal increase from last months average visit duration of 9 minutes, 3 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, 2008 based on visits was 13.0%, which means that 13 websites in this industry's Top 100 rankings have changed since December, 2007.

Websites that entered the Top 100 were:

December, 2007 Rank	January, 2008 Rank	Website	Domain
175	51	HomeAway Connect	www.homeawayconnect.com
115	73	SouthWest Vacations	www.swavacations.com
113	76	Interval International	www.intervalworld.com
107	81	Norwegian Cruise Line	www.ncl.com
145	84	Resort Vacations To Go	www.resortvacationstogo.com
106	85	Starwood	www.starwoodhotels.com
109	88	Days Inn	www.daysinn.com
104	90	Travel.ian.com Booking Application	travel.ian.com
155	93	ReserveAmerica.com	www.reserveamerica.com
125	94	Hotels and Discounts	www.hotels-and-discounts.com
101	96	BookAirlineTickets.com	www.bookairlinetickets.com
156	99	Travel Ticker by Hotwire	www.hotwire.com/travelticker
153	100	Cruises Only	www.cruisesonly.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

December, 2007 Rank	January, 2008 Rank	Website	Domain
68	272	Ultimate Fares	www.ultimatefares.com
72	155	CDOT Traveler Information	www.cotrip.org
73	260	MonthlyTravel.com	www.monthlytravel.com
77	111	Metropolitan Transportation Authority - New York	www.mta.info
78	106	The Travel Channel	travel.discovery.com
80	103	Norfolk Southern	www.nscorp.com
89	101	YTB.com	www.ytb.com
90	135	The Orvis Company	www.orvis.com
94	298	Concierge.com	www.concierge.com
96	168	EzDrivingDirections	www.ezdrivingdirections.com
98	177	Zvents	www.zvents.com
99	118	Cruise Critic Message Boards	messages.cruisecritic.com
100	158	Traffic.com	www.traffic.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, 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: 10,730

Category Contribution Percentage: 1.99%

Rank	Website	Domain	Market Share	Dec '07	Nov '07	Oct '07
1.	MapQuest	www.mapquest.com	11.99%	1	1	1
2.	Google Maps	maps.google.com	5.21%	2	2	2
△	3. Expedia	www.expedia.com	3.49%	5	4	4
▽	4. Yahoo! Maps	maps.yahoo.com	3.05%	3	3	3
▽	5. Southwest Airlines	www.southwest.com	2.95%	4	5	5
6.	Travelocity	www.travelocity.com	2.65%	6	6	6
7.	Orbitz	www.orbitz.com	2.04%	7	7	7
△	8. Priceline.com	www.priceline.com	1.47%	9	11	11
▽	9. Cheap Tickets	www.cheaptickets.com	1.47%	8	8	8
△	10. Yahoo! Travel	travel.yahoo.com	1.26%	11	10	9
▽	11. American Airlines	www.aa.com	1.19%	10	9	10
△	12. TripAdvisor	www.tripadvisor.com	1.10%	15	13	14
▽	13. Delta Air Lines	www.delta.com	1.07%	12	12	12
△	14. Hotwire	www.hotwire.com	1.01%	17	15	15
△	15. Cheapflights.com	www.cheapflights.com	0.93%	23	39	41
△	16. Kayak	www.kayak.com	0.91%	19	17	17
▽	17. Local Live	local.live.com	0.88%	13	14	13
18.	JetBlue Airways	www.jetblue.com	0.84%	18	20	20
▽	19. Northwest Airlines	www.nwa.com	0.82%	14	16	18
△	20. Hotels.com	www.hotels.com	0.77%	24	21	16

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 **01/26/2008**, that resulted in traffic to websites classified by Hitwise within the 'Travel' industry. For example, the most popular search term was 'mapquest' representing **3.20%** of all search terms that delivered users to websites classified by Hitwise within the 'Travel' industry.

Displaying 1 to 30 of 211,306 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.20%	
2.	map quest	1.24%	
3.	maps	0.79%	
4.	southwest airlines	0.73%	
5.	mapquest.com	0.64%	
6.	travelocity	0.56%	
7.	google earth	0.54%	
8.	expedia	0.50%	
9.	driving directions	0.40%	
10.	american airlines	0.34%	
11.	orbitz	0.33%	
12.	google maps	0.32%	
13.	mapquest driving directions	0.29%	
14.	expedia.com	0.27%	
15.	delta airlines	0.26%	
16.	www.mapquest.com	0.26%	
17.	cheap tickets	0.25%	
18.	airline tickets	0.24%	
19.	amtrak	0.24%	
20.	united airlines	0.24%	
21.	map	0.22%	
22.	continental airlines	0.22%	
23.	cheap flights	0.21%	
24.	priceline	0.20%	
25.	cheap airline tickets	0.20%	
26.	northwest airlines	0.19%	
27.	directions	0.19%	
28.	yahoo maps	0.19%	
29.	southwest	0.17%	
30.	travel	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 32.72% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of January, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.20% more upstream traffic from search engines than the internet average of 24.52%. The 'Travel' online industry sent 1.56% less downstream traffic to search engines than the internet average of 9.74%.

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

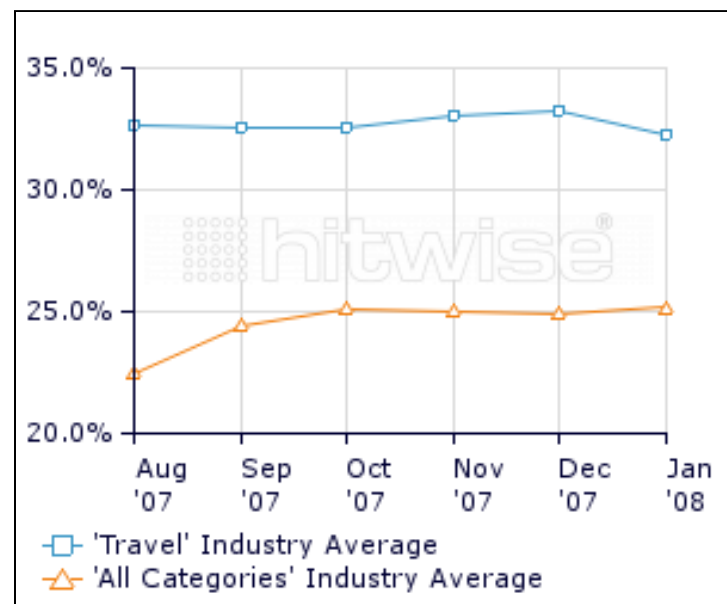
Rank	Website	Upstream Share
1.	Google	21.51%
2.	Yahoo! Search	5.35%
3.	MSN Search	1.98%
4.	Ask.com	0.86%
5.	Windows Live Search	0.57%
6.	My Web Search	0.36%
7.	Google Image Search	0.29%
8.	AOL Search	0.23%
9.	Dogpile	0.16%
10.	Blingo	0.07%

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

Rank	Website	Downstream Share
1.	Google	4.81%
2.	Yahoo! Search	1.10%
3.	MSN Search	0.29%
4.	Ask.com	0.27%
5.	Windows Live Search	0.22%
6.	Google Image Search	0.20%
7.	AOL Search	0.16%
8.	My Web Search	0.14%
9.	Yahoo! Image Search	0.05%
10.	Dogpile	0.05%

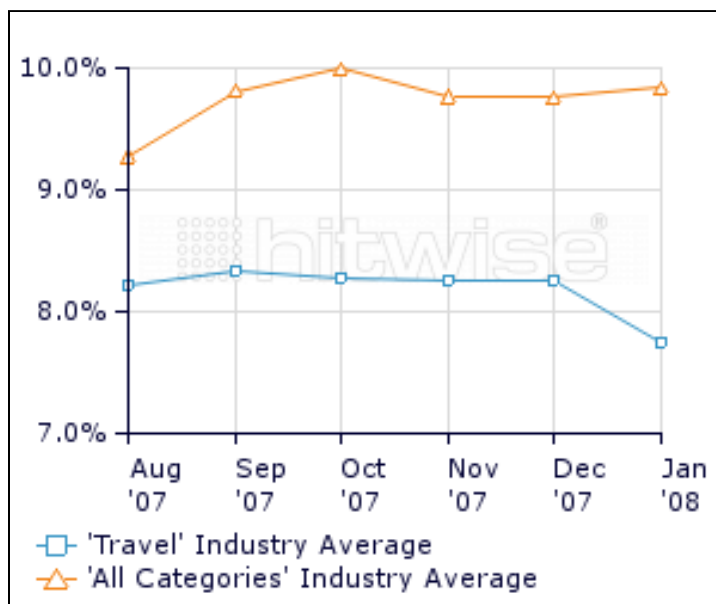
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 32.72% for the 6 months ending January, 2008



Downstream Search Engine Traffic Trend

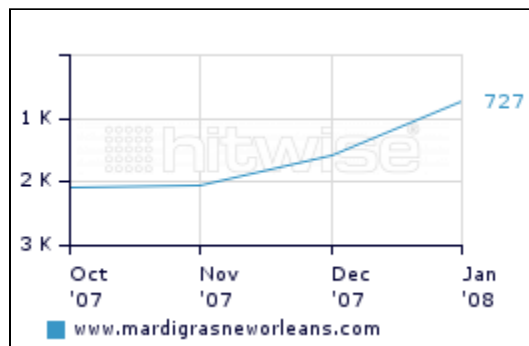
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.18% for the 6 months ending January, 2008



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 January, 2008.

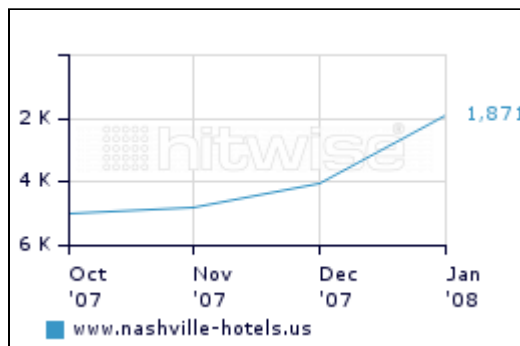
www.mardigrasneworleans.com
http://www.mardigrasneworleans.com/



△ 835 places

No description

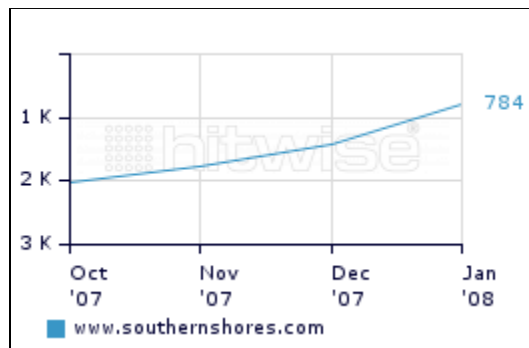
Nashville-Hotels.us
http://www.nashville-hotels.us/



△ 2,161 places

Nashville-Hotels.us is a partner of Hotel.us and specializes in providing the best deals Hotel Deals in Nashville Tennessee and throughout the United States.

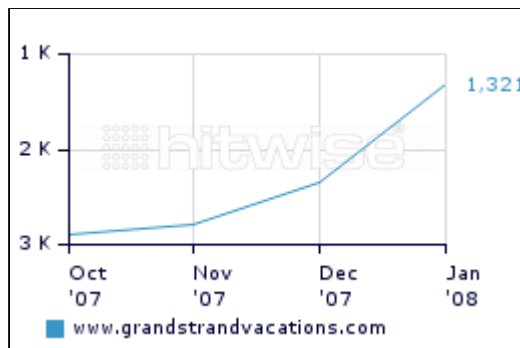
Southern Shores Realty
http://www.southernshores.com/



△ 628 places

Southern Shores Realty offers vacation rentals and sales for properties located on the North Carolina outer banks.

Grand Strand Vacations
http://www.grandstrandvacations.com/



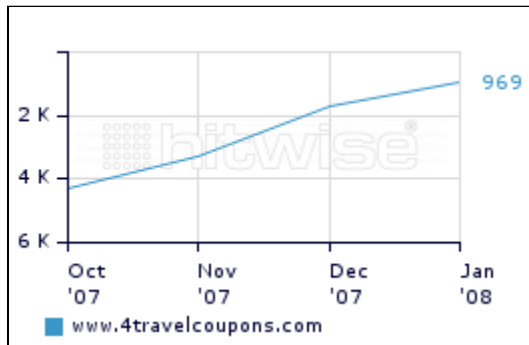
△ 1,022 places

Grand Strand Vacations provides North Myrtle Beach vacation rentals.

Travel - Fast Movers (continued)

4TravelCoupons.com

<http://www.4travelcoupons.com/>

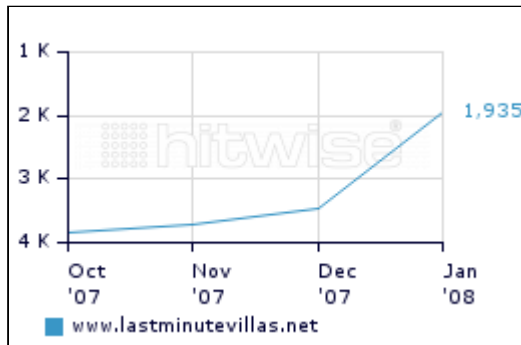


△ 746 places

4TravelCoupons.com features information on travel deals and coupons.

Lastminutevillas.net

<http://www.lastminutevillas.net/>

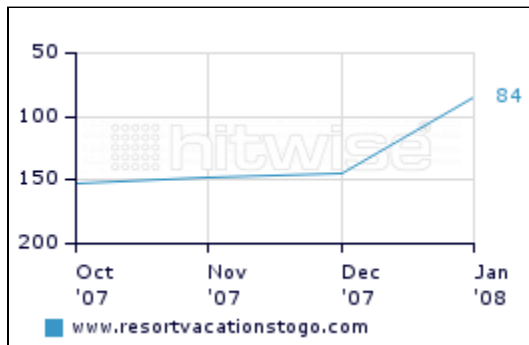


△ 1,524 places

Lastminutevillas.net provides villa holiday accommodation in Florida, Orlando and the Gulf Coast.

Resort Vacations To Go

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

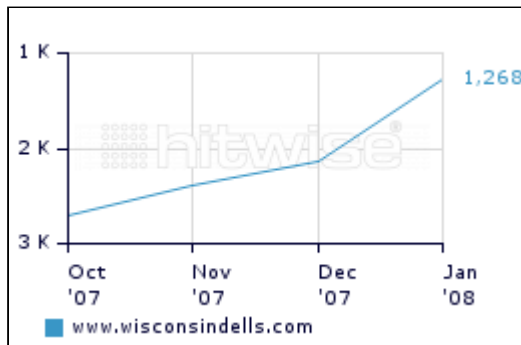


△ 61 places

Resort Vacations To Go offers search and quotes for hotels and inclusive resort packages. Features of the site includes searching by specialty or locality, and daily specials.

Wisconsin Dells Hotels

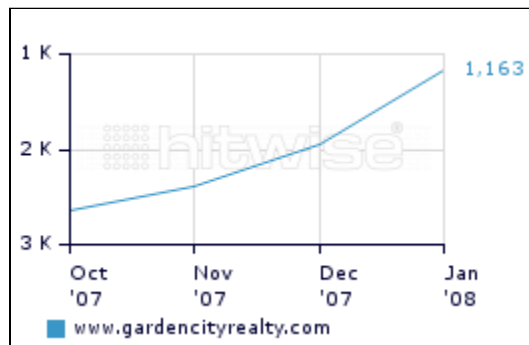
<http://www.wisconsinidells.com/>



△ 875 places

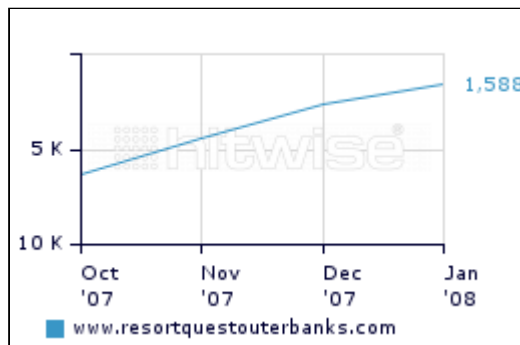
This site features information and reservations for Wisconsin hotels and resorts.

Travel - Fast Movers (continued)

Garden City Realty<http://www.gardencityrealty.com/>

784 places

Garden City Realty provides vacation rentals and real estate services for Garden City Beach, South Carolina.

ResortQuest Outer Banks, North Carolina<http://www.resortquestouterbanks.com/>

1,076 places

ResortQuest Outer Banks, North Carolina provides resort style vacation rentals.

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.