

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

38.62% of all visits to the online 'Travel' industry went to the top 10 websites for the month of June, 2009. 47.76% went to the top 20 websites and 69.71% went to the top 100 websites.

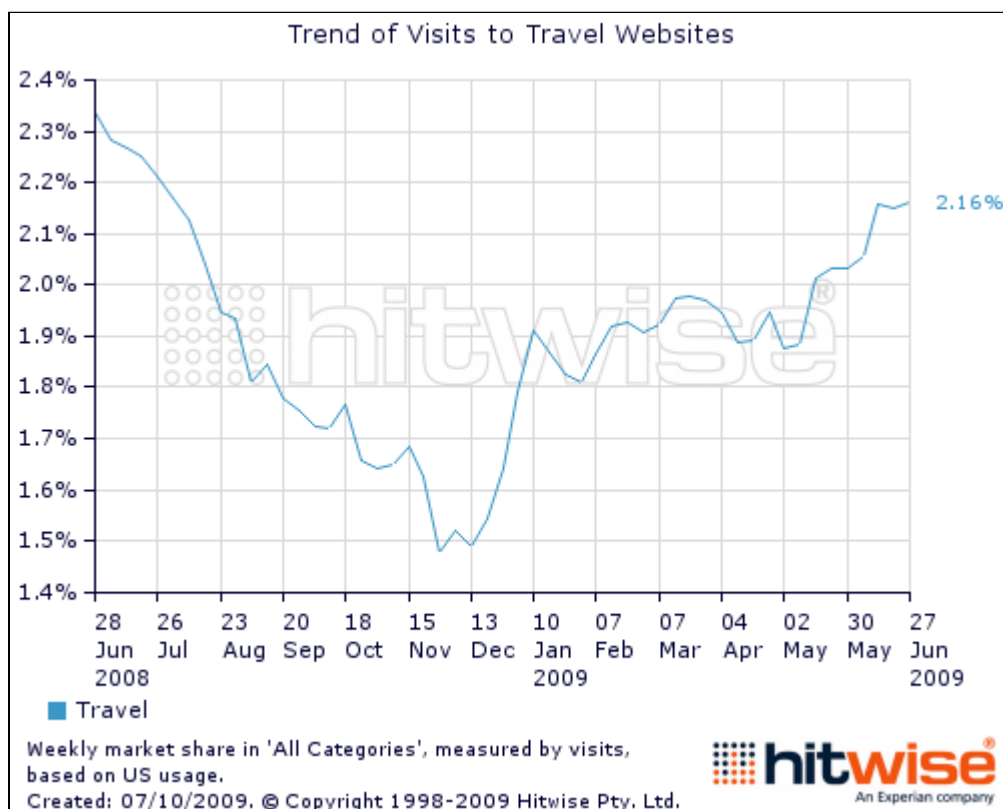
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 12 seconds for the month of June, 2009. 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

Hitwise Monthly Category Report - Travel

2

Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of June, 2009 based on visits was 8.0%, which means that 8 websites in this industry's Top 100 rankings have changed since May, 2009.

Websites that entered the Top 100 were:

May, 2009 Rank	June, 2009 Rank	Website	Domain
7,629	17	Bing Maps	www.bing.com/maps
DNR	43	Bing Travel	www.bing.com/travel
106	85	CheapCaribbean.com	www.cheapcaribbean.com
117	94	BookIt.com	www.bookit.com
112	95	HomeAway	www.homeaway.com
DNR	97	Kosmix - Travel	travel.kosmix.com
121	99	Northwest Airlines WorldPerks	www.nwa.com/worldperks
101	100	Travelpod	www.travelpod.com

Websites that have left the Top 100 were:

May, 2009 Rank	June, 2009 Rank	Website	Domain
14	2,610	Local Live	local.live.com
51	8,025	Farecast	farecast.live.com
85	4,612	MSN Travel Central	travel.msn.com
86	102	AOL Travel	travel.channel.aol.com
90	109	Travelzoo Vacations	vacations.travelzoo.com
95	120	Holland America	www.hollandamerica.com
98	108	Vegas.com	www.vegas.com
99	116	Travelzoo Hotels	hotels.travelzoo.com

* Note: DNR = Did Not Rank

Source: Hitwise

Hitwise Monthly Category Report - Travel

3

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of June, 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: 11,349

Category Contribution Percentage: 2.15%

Rank	Website	Domain	Market Share	May '09	Apr '09	Mar '09
1.	MapQuest	www.mapquest.com	10.84%	1	1	1
2.	Google Maps	maps.google.com	10.50%	2	2	2
3.	Expedia	www.expedia.com	3.59%	3	3	3
4.	Southwest Airlines	www.southwest.com	2.53%	4	4	4
5.	Yahoo! Maps	maps.yahoo.com	2.20%	5	5	5
6.	Travelocity	www.travelocity.com	2.14%	6	6	6
7.	Priceline.com	www.priceline.com	2.10%	7	7	7
8.	Yahoo! Travel	travel.yahoo.com	1.66%	8	9	9
△	9. TripAdvisor	www.tripadvisor.com	1.62%	10	10	10
▽	10. Orbitz	www.orbitz.com	1.46%	9	8	8
11.	Hotwire	www.hotwire.com	1.35%	11	11	11
△	12. Hotels.com	www.hotels.com	1.10%	15	16	17
13.	Delta Air Lines	www.delta.com	1.05%	13	13	13
△	14. Kayak	www.kayak.com	0.99%	16	15	15
▽	15. American Airlines	www.aa.com	0.98%	12	12	12
△	16. CheapoAir.com	www.cheapoair.com	0.86%	17	18	18
△	17. Bing Maps	www.bing.com/maps	0.75%	7,629	DNR	DNR
18.	Cheap Tickets	www.cheaptickets.com	0.71%	18	17	14
△	19. InterContinental Hotels Group	www.ichotelsgroup.com	0.70%	22	25	26
△	20. Northwest Airlines	www.nwa.com	0.65%	23	23	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 **06/27/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **2.67%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,899 search terms.

Rank	Search Term	Clicks	
1.	mapquest	2.67%	
2.	mapquest driving directions	0.93%	
3.	map quest	0.81%	
4.	maps	0.67%	
5.	southwest airlines	0.66%	
6.	google maps	0.62%	
7.	mapquest.com	0.48%	
8.	travelocity	0.47%	
9.	google earth	0.43%	
10.	expedia	0.39%	
11.	driving directions	0.35%	
12.	american airlines	0.26%	
13.	priceline	0.26%	
14.	cheap flights	0.23%	
15.	united airlines	0.23%	
16.	hotels.com	0.23%	
17.	delta airlines	0.23%	
18.	map quest driving directions	0.22%	
19.	www.mapquest.com	0.21%	
20.	cheap tickets	0.21%	
21.	directions	0.20%	
22.	orbitz	0.20%	
23.	us airways	0.18%	
24.	expedia.com	0.18%	
25.	continental airlines	0.18%	
26.	map	0.17%	
27.	yahoo maps	0.17%	
28.	hotwire	0.15%	
29.	airline tickets	0.15%	
30.	amtrak	0.15%	

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 36.73% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of June, 2009 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 10.53% more upstream traffic from search engines than the internet average of 26.20%. The 'Travel' online industry sent 1.15% less downstream traffic to search engines than the internet average of 9.40%.

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

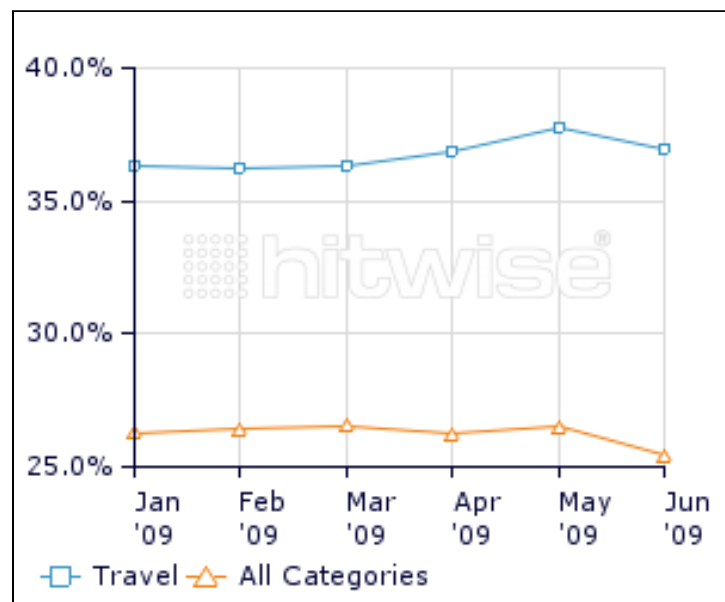
Rank	Website	Upstream Share
1.	Google	28.79%
2.	Yahoo! Search	4.88%
3.	Bing	1.30%
4.	Ask.com	0.59%
5.	Google Image Search	0.30%
6.	AOL Search	0.16%
7.	My Web Search	0.11%
8.	Dogpile	0.09%
9.	Google UK	0.06%
10.	Kosmix - Travel	0.05%

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

Rank	Website	Downstream Share
1.	Google	5.56%
2.	Yahoo! Search	1.08%
3.	Bing	0.42%
4.	Ask.com	0.30%
5.	Google Image Search	0.27%
6.	AOL Search	0.12%
7.	My Web Search	0.08%
8.	Dogpile	0.04%
9.	Yahoo! Image Search	0.03%
10.	Bing Image Search	0.03%

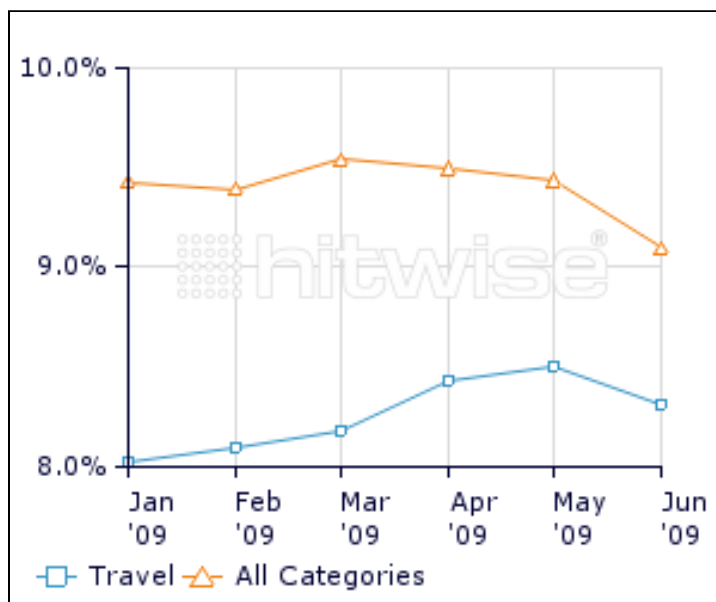
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 36.73% for the 6 months ending June, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.25% for the 6 months ending June, 2009

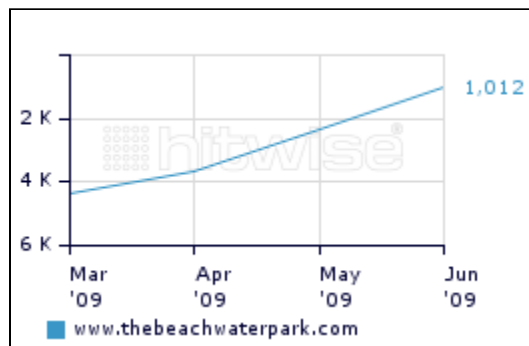


Travel - Fast Movers

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 June, 2009.

The Beach Waterpark

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

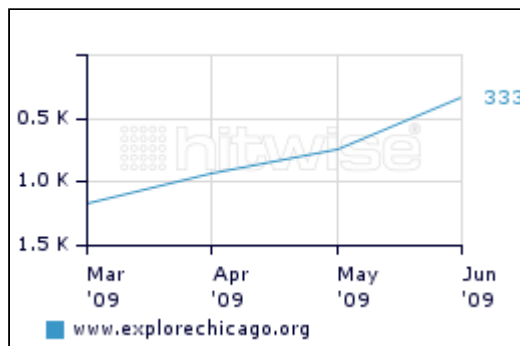


🏠 1,300 places

The Beach Waterpark is located in Greater Cincinnati Ohio. Details include attractions and ticketing.

Explore Chicago

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

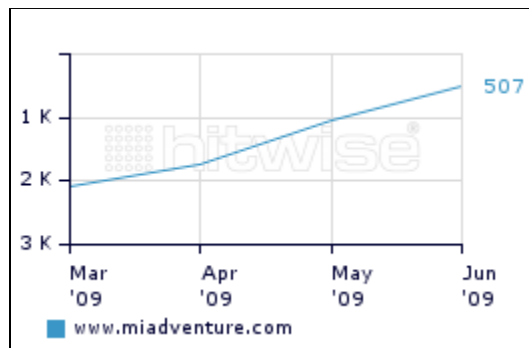


🏠 403 places

Explore Chicago is the official tourism site for Chicago featuring things to see and do, where to eat, sleep and shop, neighborhoods, travel tips and more.

Michigan's Adventure Amusement Park

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

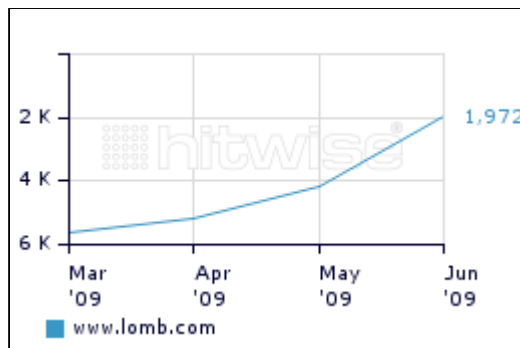


🏠 546 places

This site features information on Michigan's Adventure Amusement Park and its rides and attractions.

Land of Make Believe

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

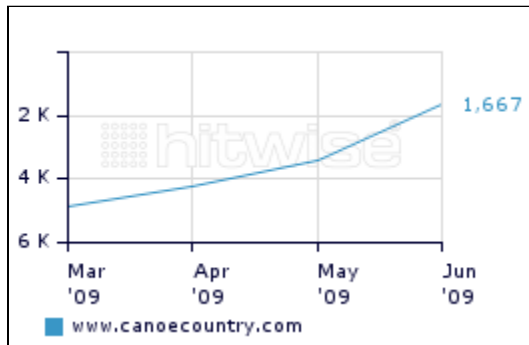


🏠 2,201 places

Land of Make Believe is a New Jersey family water & amusement park. The site provides general info about it, directories and guide, and photo albums.

Travel - Fast Movers (continued)

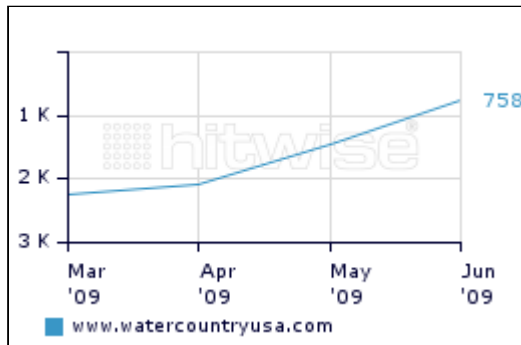
Boundary Waters Canoe Country
<http://www.canoeconomy.com/>



⚡ 1,758 places

This website highlights attractions and lodging in Boundary Waters Canoe Country.

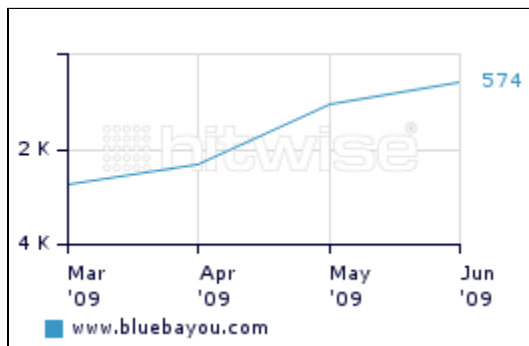
www.watercountryusa.com
<http://www.watercountryusa.com/>



⚡ 679 places

No description

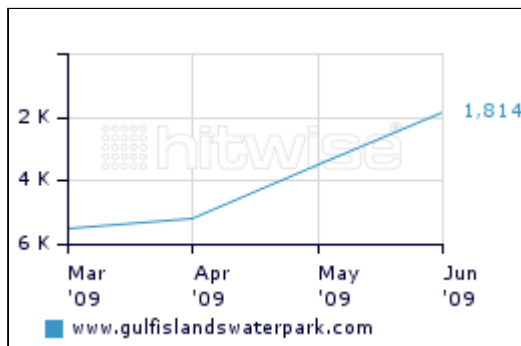
Blue Bayou Water Park
<http://www.bluebayou.com/>



⚡ 486 places

The website for Blue Bayou Water Park has information about it, locations, attractions and tickets.

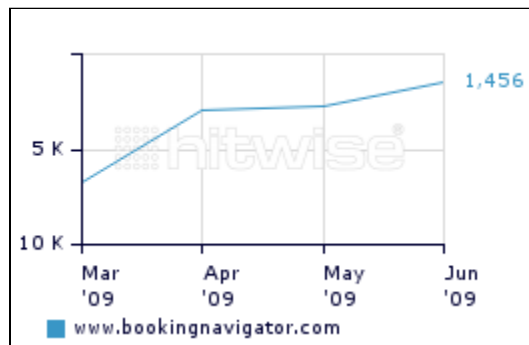
Gulf Islands Water Park
<http://www.gulfislandswaterpark.com/>



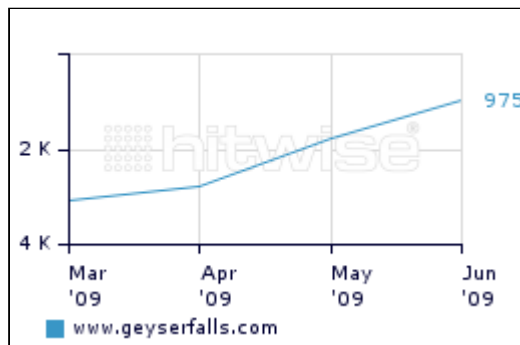
⚡ 1,629 places

The website for the Gulf Islands Water Park has information about the destination and their services.

Travel - Fast Movers (continued)

Booking Navigator<http://www.bookingnavigator.com/>

1,274 places

Geyser Falls Water Park<http://www.geyserfalls.com/>

789 places

Booking Navigator is a free website that allows users to search multiple travel sites from the one location.

The website for Geyser Falls Water Park has information for the theme park, including attractions, prices and directions.

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.