

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

37.61% of all visits to the online 'Travel' industry went to the top 10 websites for the month of May, 2008. 47.06% went to the top 20 websites and 68.34% went to the top 100 websites.

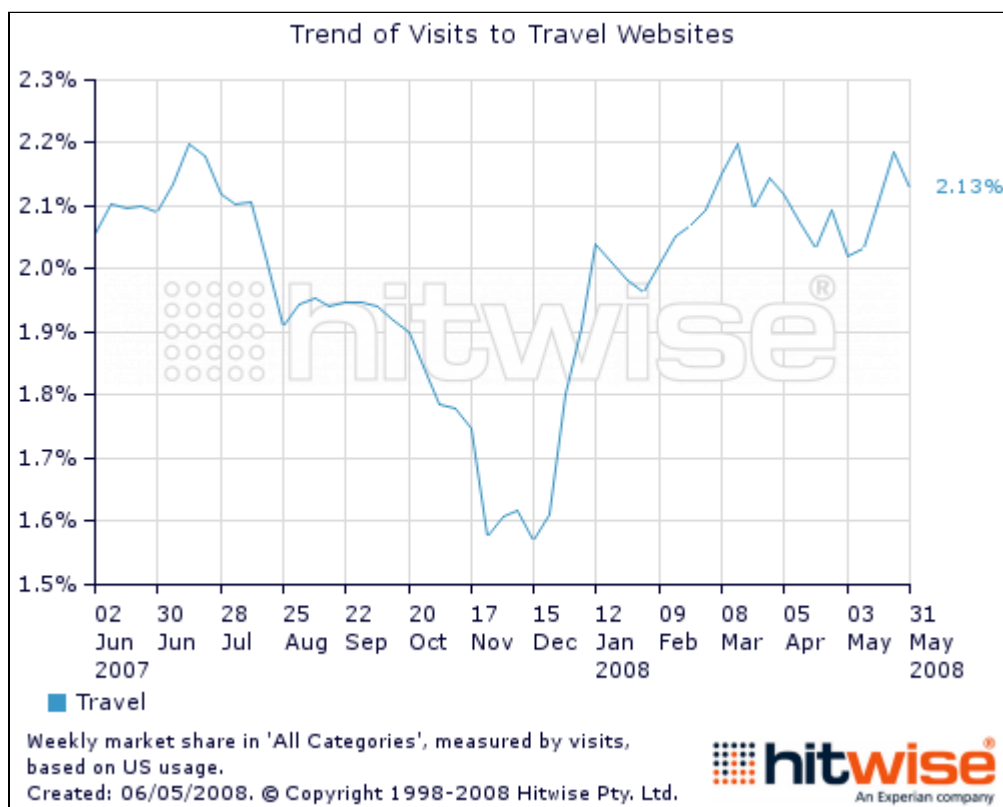
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 55 seconds for the month of May, 2008. This is a minimal increase from last months average visit duration of 9 minutes, 49 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 May, 2008 based on visits was 9.0%, which means that 9 websites in this industry's Top 100 rankings have changed since April, 2008.

Websites that entered the Top 100 were:

April, 2008 Rank	May, 2008 Rank	Website	Domain
296	61	Rail Europe	www.raileurope.com
130	86	Recreation One-Stop	www.recreation.gov
116	87	MapQuest Gas Prices	gasprices.mapquest.com
114	89	Cheap Air, Inc	www.cheapair.com
103	93	Travel.ian.com Booking Application	travel.ian.com
107	96	VFM Interactive	www.vfmii.com
122	98	Metropolitan Transportation Authority - New York	www.mta.info
129	99	KOA Kampgrounds of America	www.koa.com
115	100	AAA South	www.aaasouth.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

April, 2008 Rank	May, 2008 Rank	Website	Domain
47	163	Franceguide.com	www.franceguide.com
64	280	Holiday Kerala	www.holiday2kerala.com
84	108	Travelzoo Vacations	vacations.travelzoo.com
85	157	OpenList.com	www.openlist.com
93	111	Starwood	www.starwoodhotels.com
95	125	YTB Travel Network	www.ytbtravel.com
98	102	Norfolk Southern	www.nscorp.com
99	142	Disney Parks	disneyparks.disney.go.com
100	112	VirtualTourist	www.virtualtourist.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 May, 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: 10,690

Category Contribution Percentage: 2.09%

Rank	Website	Domain	Market Share	Apr '08	Mar '08	Feb '08
1.	MapQuest	www.mapquest.com	12.47%	1	1	1
2.	Google Maps	maps.google.com	6.95%	2	2	2
3.	Yahoo! Maps	maps.yahoo.com	3.28%	3	4	4
4.	Expedia	www.expedia.com	3.20%	4	3	3
5.	Southwest Airlines	www.southwest.com	2.85%	5	5	5
6.	Travelocity	www.travelocity.com	2.67%	6	6	6
7.	Orbitz	www.orbitz.com	1.81%	7	7	7
8.	Priceline.com	www.priceline.com	1.58%	8	8	8
△	9. Yahoo! Travel	travel.yahoo.com	1.40%	10	10	9
▽	10. Cheap Tickets	www.cheaptickets.com	1.39%	9	9	10
△	11. Hotwire	www.hotwire.com	1.19%	12	12	11
▽	12. American Airlines	www.aa.com	1.18%	11	11	12
	13. TripAdvisor	www.tripadvisor.com	1.09%	13	14	13
	14. Delta Air Lines	www.delta.com	1.02%	14	13	14
	15. Kayak	www.kayak.com	0.96%	15	15	15
	16. Hotels.com	www.hotels.com	0.91%	16	16	16
△	17. CheapoAir.com	www.cheapoair.com	0.86%	21	23	25
▽	18. Local Live	local.live.com	0.85%	17	17	17
△	19. United Airlines	www.united.com	0.70%	23	20	21
▽	20. Northwest Airlines	www.nwa.com	0.70%	19	19	19

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 **05/31/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.58%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 183,291 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.58%	
2.	map quest	1.38%	
3.	maps	0.83%	
4.	southwest airlines	0.71%	
5.	mapquest.com	0.68%	
6.	driving directions	0.58%	
7.	travelocity	0.53%	
8.	expedia	0.44%	
9.	google maps	0.43%	
10.	mapquest driving directions	0.41%	
11.	google earth	0.40%	
12.	american airlines	0.34%	
13.	amtrak	0.31%	
14.	directions	0.30%	
15.	orbitz	0.30%	
16.	www.mapquest.com	0.26%	
17.	expedia.com	0.25%	
18.	yahoo maps	0.24%	
19.	continental airlines	0.24%	
20.	delta airlines	0.24%	
21.	cheap tickets	0.23%	
22.	priceline	0.23%	
23.	united airlines	0.22%	
24.	hotels.com	0.21%	
25.	map	0.20%	
26.	airline tickets	0.20%	
27.	cheap airline tickets	0.19%	
28.	us airways	0.19%	
29.	cheap flights	0.19%	
30.	priceline.com	0.17%	

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 33.47% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of May, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.32% more upstream traffic from search engines than the internet average of 25.15%. The 'Travel' online industry sent 1.69% less downstream traffic to search engines than the internet average of 9.80%.

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

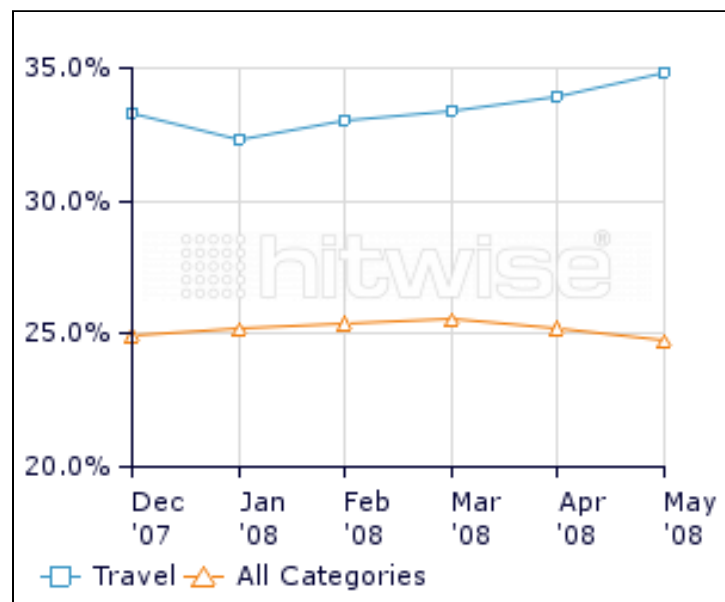
Rank	Website	Upstream Share
1.	Google	24.26%
2.	Yahoo! Search	5.58%
3.	MSN Search	1.66%
4.	Ask.com	0.90%
5.	Windows Live Search	0.49%
6.	Google Image Search	0.30%
7.	My Web Search	0.28%
8.	AOL Search	0.22%
9.	Dogpile	0.15%
10.	Blingo	0.07%

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

Rank	Website	Downstream Share
1.	Google	5.40%
2.	Yahoo! Search	1.13%
3.	Ask.com	0.33%
4.	MSN Search	0.26%
5.	Google Image Search	0.25%
6.	Windows Live Search	0.18%
7.	AOL Search	0.17%
8.	My Web Search	0.10%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.04%

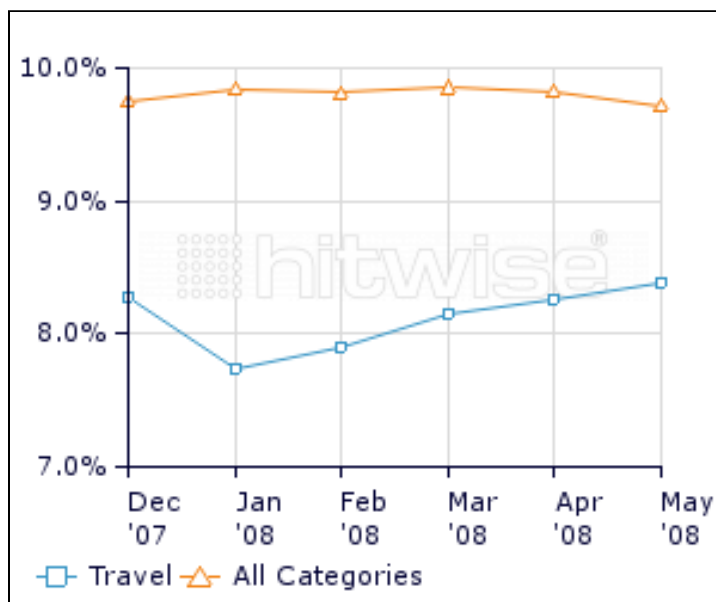
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 33.47% for the 6 months ending May, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.11% for the 6 months ending May, 2008

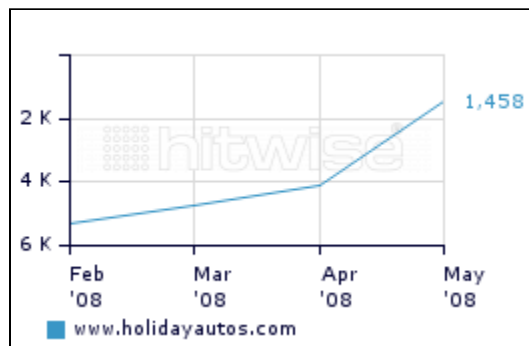


Travel - Fast Movers

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 May, 2008.

Holiday Auto

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

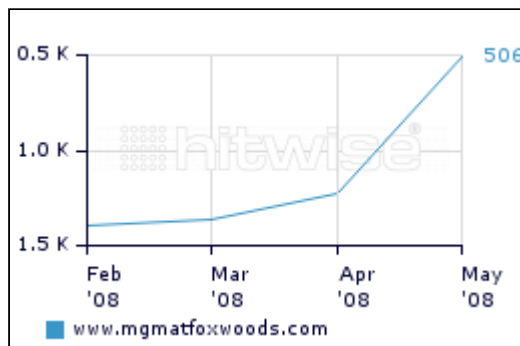


🏠 2,636 places

Holiday Auto is a leisure car rental broker. The company's site offers links to individual country affiliates, including Australia, Israel, Italy, Middle East, Canada, Portugal, Ireland, UK, USA and Brazil.

MGM Grand at Foxwoods

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

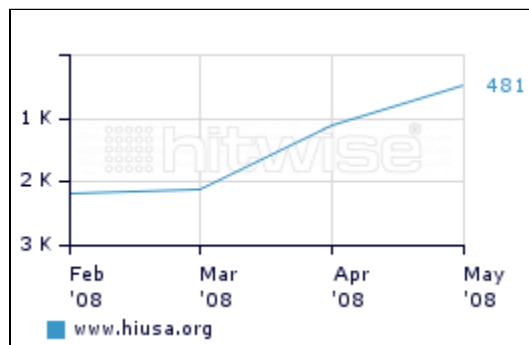


🏠 717 places

This site features information on MGM Grand at Foxwoods and its casino gambling, hotel accommodation, and entertainment.

Hostelling International USA

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

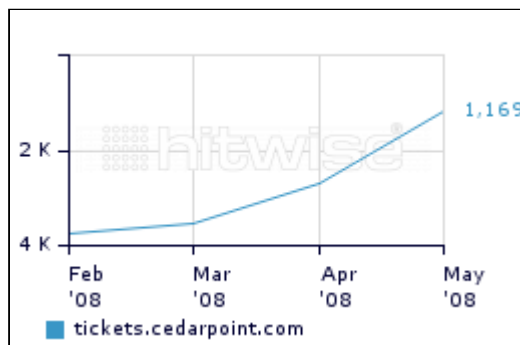


🏠 633 places

Hostelling International USA offers a network of quality, budget hostel accommodations. This website contains information regarding membership, hostels, reservations, programs, and travel resources.

Cedar Point Theme Park Tickets

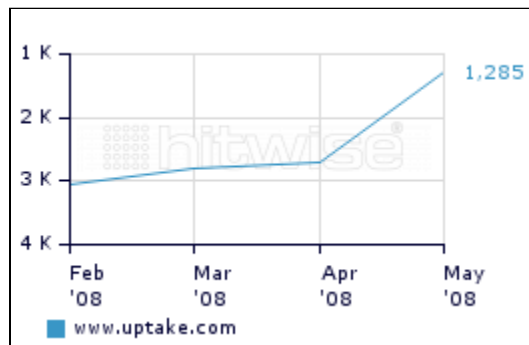
<http://tickets.cedarpoint.com/>



🏠 1,525 places

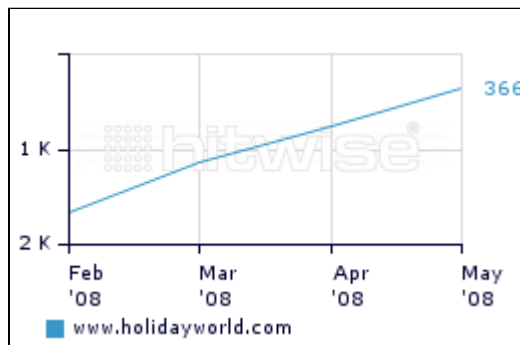
This site allows users to purchase ticket online for Cedar Point Theme Park.

Travel - Fast Movers (continued)

UpTake<http://www.uptake.com/>

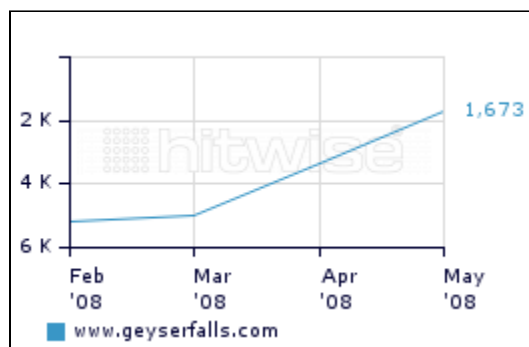
1,427 places

UpTake is a travel information search engine.

Holiday World<http://www.holidayworld.com/>

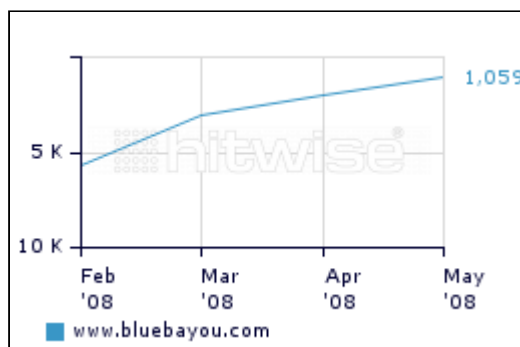
394 places

This Holiday themed amusement park is located in Santa Claus, Indiana. The site provides details of park rides and attractions, park maps, and nearby accommodation.

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

1,691 places

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

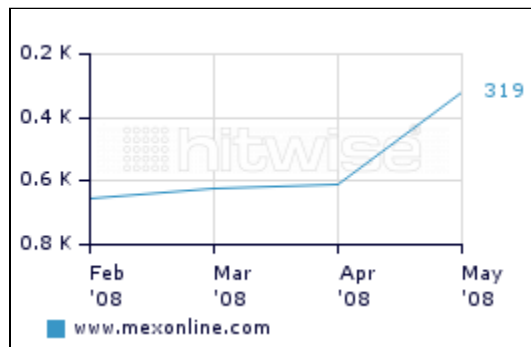
Blue Bayou Water Park<http://www.bluebayou.com/>

980 places

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

Travel - Fast Movers (continued)

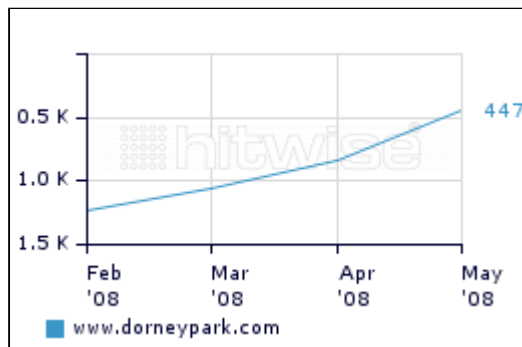
Mexico Online
<http://www.mexonline.com/>



⚡ 290 places

Mexico Online is an online information service about Mexico, providing resources for individuals and businesses interested in Mexico.

Dorney Park & Wildwater Kingdom
<http://www.dorneypark.com/>



⚡ 381 places

This site features information on the theme park, Dorney Park & Wildwater Kingdom and its attractions and rides.

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.