

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

37.18% of all visits to the online 'Travel' industry went to the top 10 websites for the month of January, 2009. 46.24% went to the top 20 websites and 67.63% went to the top 100 websites.

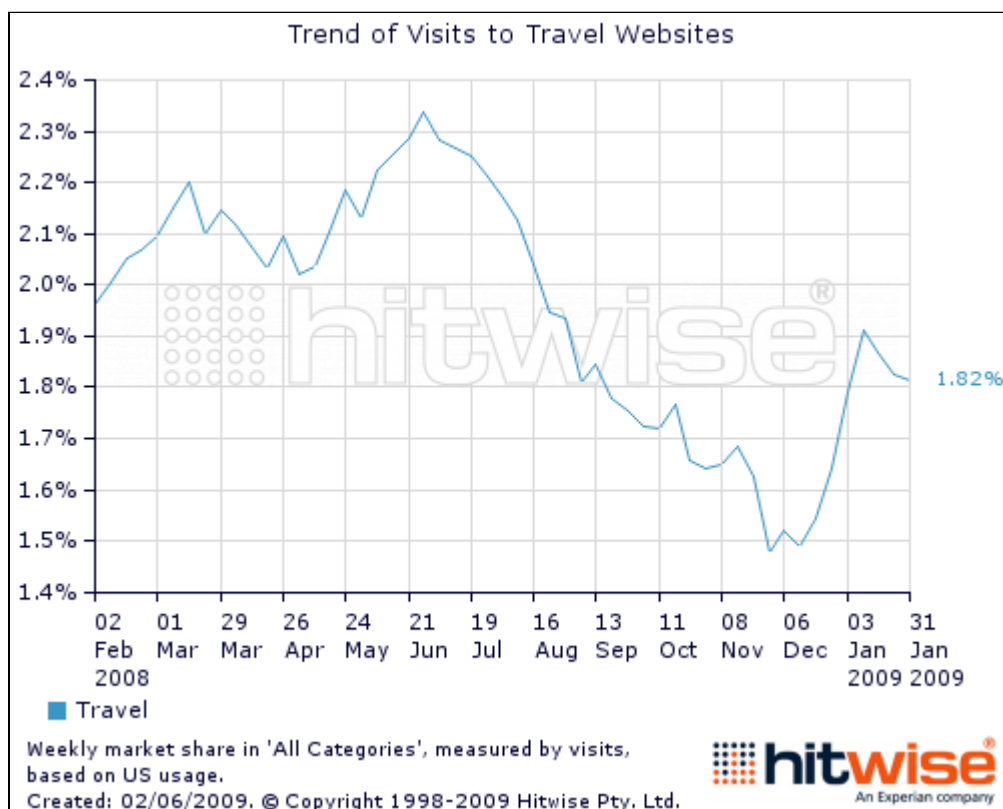
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 21 seconds for the month of January, 2009. This is a minimal increase from last months average visit duration of 8 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 January, 2009 based on visits was 14.0%, which means that 14 websites in this industry's Top 100 rankings have changed since December, 2008.

Websites that entered the Top 100 were:

December, 2008 Rank	January, 2009 Rank	Website	Domain
109	74	Travelzoo Vacations	vacations.travelzoo.com
118	77	Holland America	www.hollandamerica.com
115	79	Cruises Only	www.cruisesonly.com
107	83	Interval International	www.intervalworld.com
137	84	ReserveAmerica.com	www.reserveamerica.com
128	87	Apple Vacations	www.applevacations.com
129	90	AOL Travel	travel.channel.aol.com
105	91	SouthWest Vacations	www.southwestvacations.com
125	92	Hotels and Discounts	www.hotels-and-discounts.com
117	93	Cruise Critic Message Boards	boards.cruisecritic.com
103	96	Days Inn	www.daysinn.com
104	98	Travel Channel	www.travelchannel.com
106	99	VirtualTourist	www.virtualtourist.com
279	100	Real Holidays	www.realholidays.com.au

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

December, 2008 Rank	January, 2009 Rank	Website	Domain
43	441	Universal Studios - Hollywood	www.universalstudioshollywood.com
55	167	Universal Ride	www.universalride.net
75	159	TravelNow.com	www.travelnow.com
81	124	The Orvis Company	www.orvis.com
83	304	traveleft	www.traveleft.com
86	158	CDOT Traveler Information	www.cotrip.org
88	256	Weekend Getaways	www.weekendgateways.biz
90	329	www.GOSOEZ.com	www.gosoez.com
92	253	TriMet	www.tri-met.org
94	297	GuidesforTravel.com	www.guidesfortravel.com
95	326	Thesunnyholiday	www.thesunnyholiday.com
98	210	Traffic.com	www.traffic.com
99	122	Metropolitan Transportation Authority - State of New York	www.mta.info
100	116	Virtually There	www.virtuallythere.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, 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: 11,506

Category Contribution Percentage: 1.85%

Rank	Website	Domain	Market Share	Dec '08	Nov '08	Oct '08
1.	MapQuest	www.mapquest.com	9.77%	1	1	1
2.	Google Maps	maps.google.com	9.17%	2	2	2
△	3. Expedia	www.expedia.com	3.39%	4	5	4
▽	4. Southwest Airlines	www.southwest.com	3.25%	3	4	5
5.	Yahoo! Maps	maps.yahoo.com	2.65%	5	3	3
6.	Travelocity	www.travelocity.com	2.33%	6	6	6
7.	Orbitz	www.orbitz.com	1.86%	7	7	7
△	8. Priceline.com	www.priceline.com	1.65%	9	8	8
△	9. American Airlines	www.aa.com	1.58%	10	10	11
▽	10. Yahoo! Travel	travel.yahoo.com	1.53%	8	9	9
△	11. TripAdvisor	www.tripadvisor.com	1.14%	15	14	14
12.	Cheap Tickets	www.cheaptickets.com	1.10%	12	12	10
▽	13. Delta Air Lines	www.delta.com	1.05%	11	11	12
△	14. Hotwire	www.hotwire.com	1.05%	18	16	15
▽	15. Local Live	local.live.com	0.88%	13	13	13
16.	CheapoAir.com	www.cheapoair.com	0.82%	16	15	16
△	17. Kayak	www.kayak.com	0.79%	23	19	17
▽	18. Northwest Airlines	www.nwa.com	0.75%	14	17	18
▽	19. United Airlines	www.united.com	0.74%	17	18	19
△	20. Hotels.com	www.hotels.com	0.74%	25	25	20

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 **01/31/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **2.73%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 9,988 search terms.

Rank	Search Term	Clicks	
1.	mapquest	2.73%	
2.	southwest airlines	0.93%	
3.	mapquest driving directions	0.84%	
4.	map quest	0.82%	
5.	maps	0.70%	
6.	google maps	0.58%	
7.	travelocity	0.57%	
8.	google earth	0.54%	
9.	expedia	0.52%	
10.	mapquest.com	0.39%	
11.	orbitz	0.36%	
12.	driving directions	0.34%	
13.	american airlines	0.34%	
14.	cheap flights	0.26%	
15.	united airlines	0.25%	
16.	priceline	0.23%	
17.	amtrak	0.23%	
18.	continental airlines	0.21%	
19.	expedia.com	0.21%	
20.	airline tickets	0.18%	
21.	directions	0.18%	
22.	delta airlines	0.18%	
23.	yahoo maps	0.17%	
24.	us airways	0.17%	
25.	southwest	0.17%	
26.	map	0.17%	
27.	www.mapquest.com	0.17%	
28.	northwest airlines	0.17%	
29.	cheap tickets	0.16%	
30.	map quest driving directions	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 35.81% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of January, 2009 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.21% more upstream traffic from search engines than the internet average of 25.59%. The 'Travel' online industry sent 1.35% less downstream traffic to search engines than the internet average of 9.41%.

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

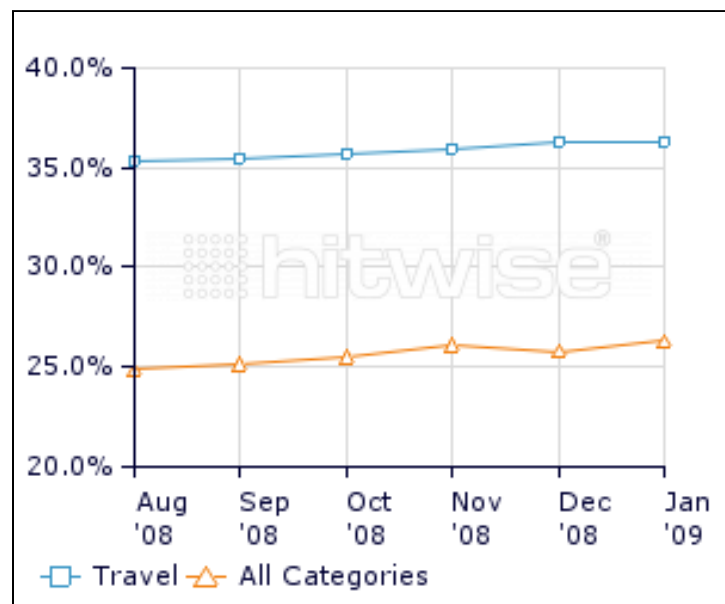
Rank	Website	Upstream Share
1.	Google	27.07%
2.	Yahoo! Search	5.14%
3.	MSN Search	1.52%
4.	Ask.com	0.62%
5.	Windows Live Search	0.40%
6.	Google Image Search	0.35%
7.	My Web Search	0.22%
8.	AOL Search	0.19%
9.	Dogpile	0.09%
10.	Google Canada	0.06%

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

Rank	Website	Downstream Share
1.	Google	5.27%
2.	Yahoo! Search	1.08%
3.	Google Image Search	0.32%
4.	Ask.com	0.26%
5.	MSN Search	0.24%
6.	Windows Live Search	0.18%
7.	AOL Search	0.13%
8.	My Web Search	0.10%
9.	Yahoo! Image Search	0.04%
10.	WebCrawler	0.03%

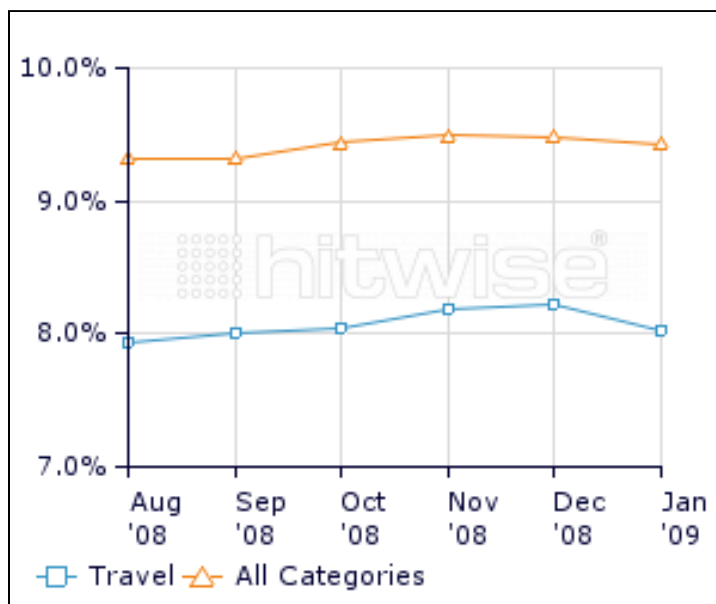
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.81% for the 6 months ending January, 2009



Downstream Search Engine Traffic Trend

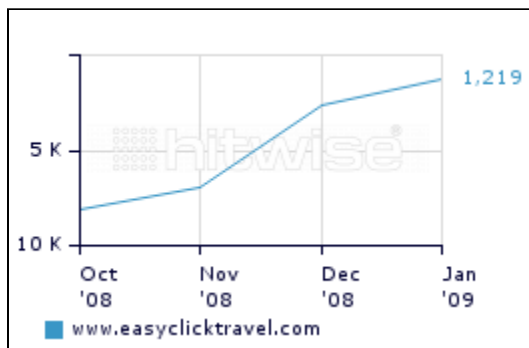
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.06% for the 6 months ending January, 2009



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 January, 2009.

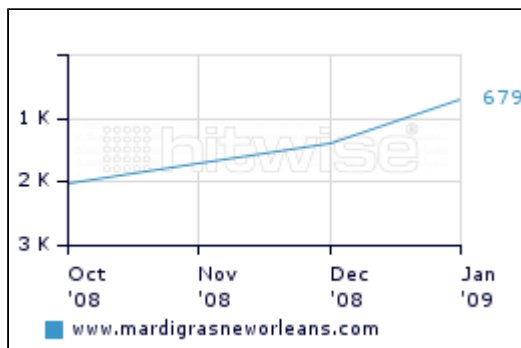
EasyClickTravel.com
http://www.easyclicktravel.com/



⚖ 1,422 places

EasyClickTravel.com provides online travel booking services including flights, accommodation and car hire.

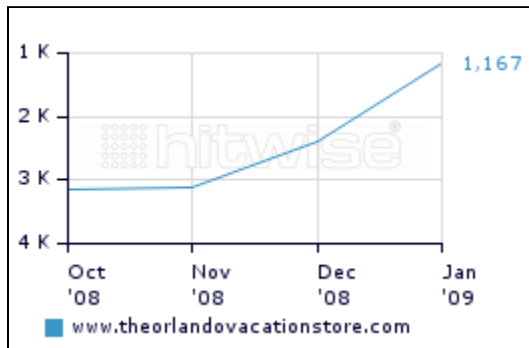
www.mardigrasneworleans.com
http://www.mardigrasneworleans.com/



⚖ 698 places

No description

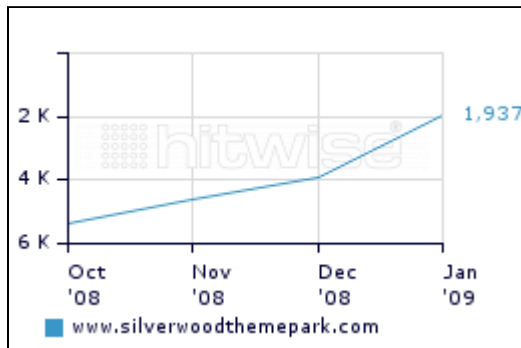
www.theorlandovacationstore.com
http://www.theorlandovacationstore.com/



⚖ 1,231 places

No description

www.silverwoodthemepark.com
http://www.silverwoodthemepark.com/

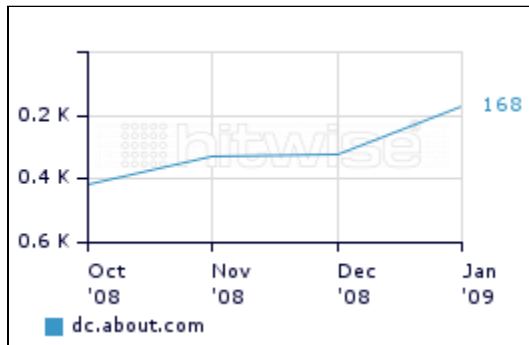


⚖ 1,997 places

No description

Travel - Fast Movers (continued)

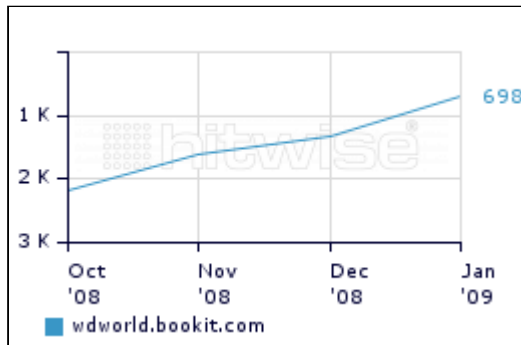
About - DC/Capital region
<http://dc.about.com/>



🏠 156 places

This website comes from the About network of information websites and features maps, statistics and related information about the DC/Capital region for visitors and tourists.

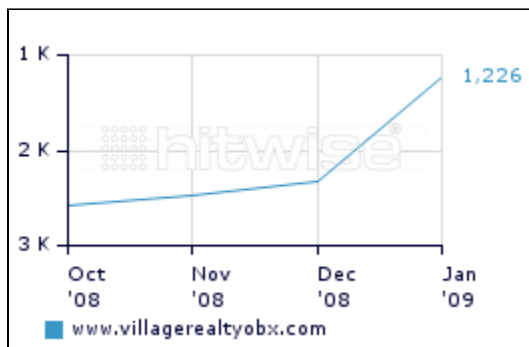
Bookit.com - Walt Disney Hotels
<http://wdworld.bookit.com/>



🏠 617 places

No description

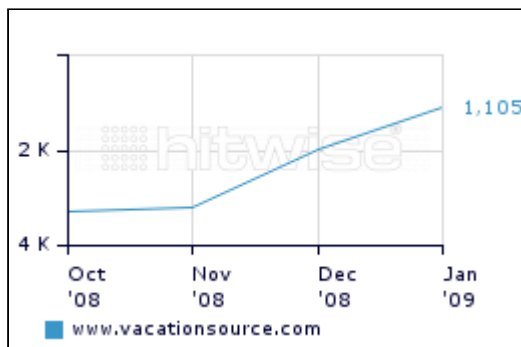
Village Realty Outer Banks
<http://www.villagerealtyobx.com/>



🏠 1,093 places

Village Realty Outer Banks offers vacation rental properties and sales on the Outer Banks of North Carolina. Features of the site includes owner services, local news and weather.

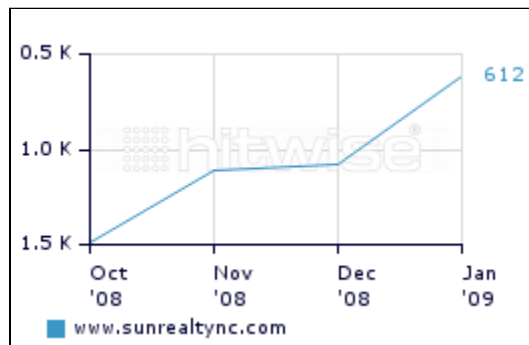
VacationSource.com
<http://www.vacationsource.com/>



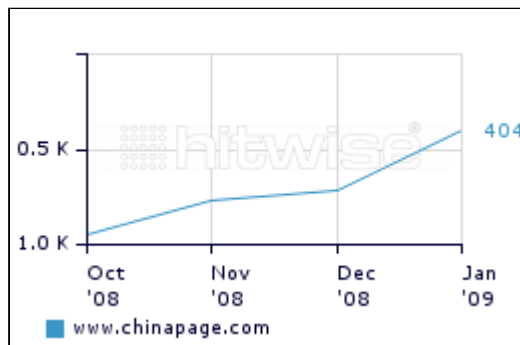
🏠 878 places

This site offers discounted vacation packages.

Travel - Fast Movers (continued)

Sun Realty<http://www.sunrealtync.com/>

467 places

China the Beautiful<http://www.chinapage.com/>

313 places

Sun Realty helps vacation goers book coastal rental accommodation and also offers real estate sales. This site features information on vacationing in the Outer Banks of North Carolina, as well as contact details.

This site is a guide to China and its art and culture. It contains poetry, novels, plays, art, culture, history, the Chinese space program, maps, and audio of spoken Chinese.

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.