

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Annual Categorization Audit - 2009

Each year, we audit the Hitwise service to ensure that our categorization structure and data represent the online environment as accurately as possible. As a result, from July 05, 2009, there may be changes in some report trends. If you have any further questions, please contact your Account Manager or Hitwise Customer Support.



Traffic Distribution Analysis

40.92% of all visits to the online 'Travel' industry went to the top 10 websites for the month of August, 2009. 49.49% went to the top 20 websites and 70.39% went to the top 100 websites.

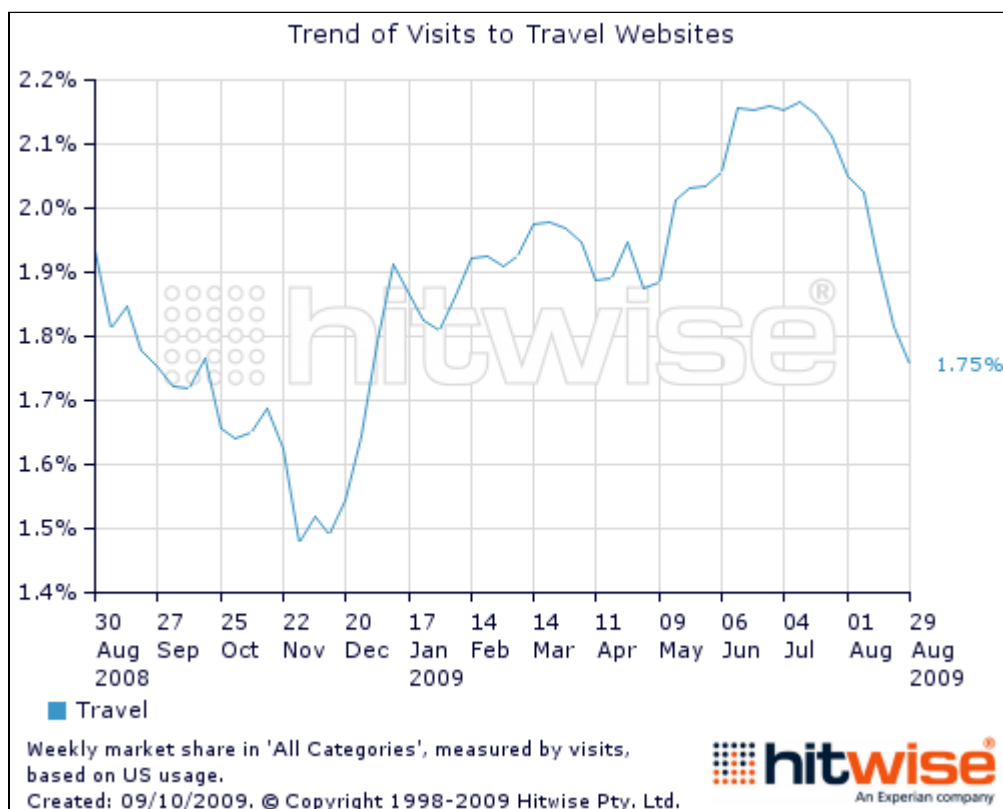
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 17 seconds for the month of August, 2009. This is a minimal decrease from last months average visit duration of 8 minutes, 29 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

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Sites That Entered and Left the Top 100

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

Websites that entered the Top 100 were:

July, 2009 Rank	August, 2009 Rank	Website	Domain
101	79	Travelzoo Airfare	airfare.travelzoo.com
109	85	Travel Channel	www.travelchannel.com
129	88	Kosmix - Travel	travel.kosmix.com
105	92	Metropolitan Transportation Authority - State of New York	www.mta.info
103	96	Booking.com	www.booking.com
119	98	Holland America	www.hollandamerica.com
178	99	MapNation	www.mapnation.com
107	100	VirtualTourist	www.virtualtourist.com

Websites that have left the Top 100 were:

July, 2009 Rank	August, 2009 Rank	Website	Domain
80	118	Fly.com	www.fly.com
81	108	SouthWest Vacations	www.southwestvacations.com
92	116	KOA Campgrounds of America	www.koa.com
95	110	Vacation Rentals	www.vacationrentals.com
96	109	Travelzoo Vacations	vacations.travelzoo.com
97	113	Cruises Only	www.cruisesonly.com
98	106	Dollar Rent A Car	www.dollar.com
99	102	BookingWiz.com	www.bookingwiz.com

* Note: DNR = Did Not Rank

Source: Hitwise

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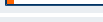
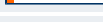
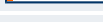


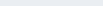
Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of August, 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: 12,118

Category Contribution Percentage: 1.91%

Rank	Website	Domain	Market Share	Jul '09	Jun '09	May '09
1.	Google Maps	maps.google.com	12.72% 	1	2	2
2.	MapQuest	www.mapquest.com	10.62% 	2	1	1
△	3. TripAdvisor	www.tripadvisor.com	3.29% 	8	9	10
▽	4. Expedia	www.expedia.com	3.18% 	3	3	3
5.	Yahoo! Maps	maps.yahoo.com	2.29% 	5	5	5
▽	6. Southwest Airlines	www.southwest.com	2.13% 	4	4	4
▽	7. Priceline.com	www.priceline.com	1.93% 	6	7	7
▽	8. Travelocity	www.travelocity.com	1.83% 	7	6	6
9.	Yahoo! Travel	travel.yahoo.com	1.53% 	9	8	8
10.	Orbitz	www.orbitz.com	1.38% 	10	10	9
11.	Hotwire	www.hotwire.com	1.07% 	11	11	11
△	12. Delta Air Lines	www.delta.com	1.03% 	13	13	13
△	13. Bing Maps	www.bing.com/maps	1.00% 	14	17	7,629
△	14. American Airlines	www.aa.com	0.95% 	15	15	12
▽	15. Hotels.com	www.hotels.com	0.94% 	12	12	15
16.	CheapoAir.com	www.cheapoair.com	0.84% 	16	16	17
△	17. JetBlue Airways	www.jetblue.com	0.71% 	20	22	20
△	18. Cheap Tickets	www.cheaptickets.com	0.70% 	19	18	18
▽	19. InterContinental Hotels Group	www.ichotelsgroup.com	0.70% 	18	19	22
▽	20. Kayak	www.kayak.com	0.64% 	17	14	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 **08/29/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.68%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,895 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.68%	
2.	mapquest driving directions	1.30%	
3.	map quest	0.97%	
4.	google maps	0.88%	
5.	southwest airlines	0.79%	
6.	maps	0.78%	
7.	mapquest.com	0.62%	
8.	google earth	0.57%	
9.	expedia	0.50%	
10.	travelocity	0.49%	
11.	driving directions	0.39%	
12.	american airlines	0.35%	
13.	cheap flights	0.35%	
14.	cheap tickets	0.31%	
15.	delta airlines	0.31%	
16.	map quest driving directions	0.30%	
17.	priceline	0.29%	
18.	orbitz	0.27%	
19.	hotels.com	0.25%	
20.	united airlines	0.24%	
21.	www.mapquest.com	0.23%	
22.	continental airlines	0.22%	
23.	expedia.com	0.21%	
24.	map	0.21%	
25.	airline tickets	0.20%	
26.	us airways	0.20%	
27.	jet blue	0.20%	
28.	yahoo maps	0.20%	
29.	google	0.18%	
30.	amtrak	0.17%	

Note: Data based on a sample of 10 million US Internet users.

Source: Hitwise



Now you know

Search Engine Analysis

The 'Travel' online industry received an average of 37.33% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of August, 2009 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 10.31% more upstream traffic from search engines than the internet average of 27.02%. The 'Travel' online industry sent 1.23% less downstream traffic to search engines than the internet average of 9.59%.

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

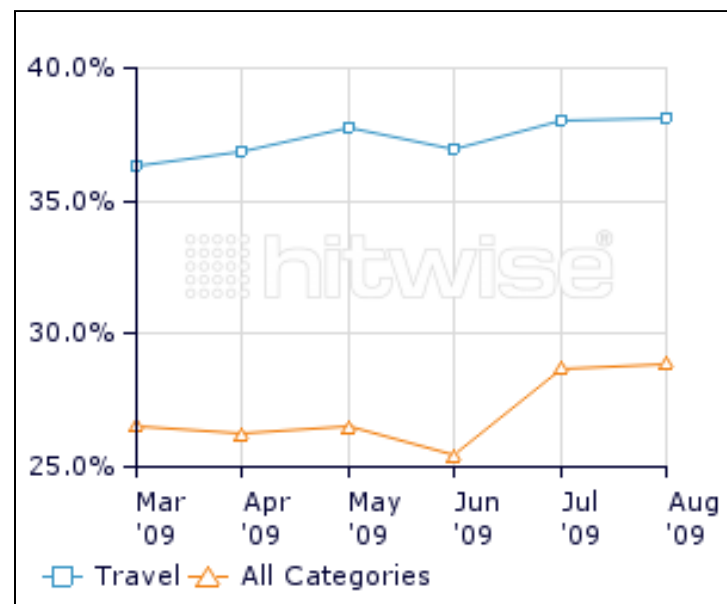
Rank	Website	Upstream Share
1.	Google	28.97%
2.	Yahoo! Search	4.63%
3.	Bing	2.27%
4.	Ask.com	0.49%
5.	Google Image Search	0.35%
6.	AOL Search	0.32%
7.	My Web Search	0.10%
8.	Dogpile	0.08%
9.	Aim Search	0.06%
10.	AOL Search for HP and Compaq	0.06%

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

Rank	Website	Downstream Share
1.	Google	5.46%
2.	Yahoo! Search	1.07%
3.	Bing	0.65%
4.	Google Image Search	0.31%
5.	Ask.com	0.27%
6.	AOL Search	0.14%
7.	My Web Search	0.07%
8.	Bing Image Search	0.03%
9.	Info.com	0.03%
10.	Dogpile	0.03%

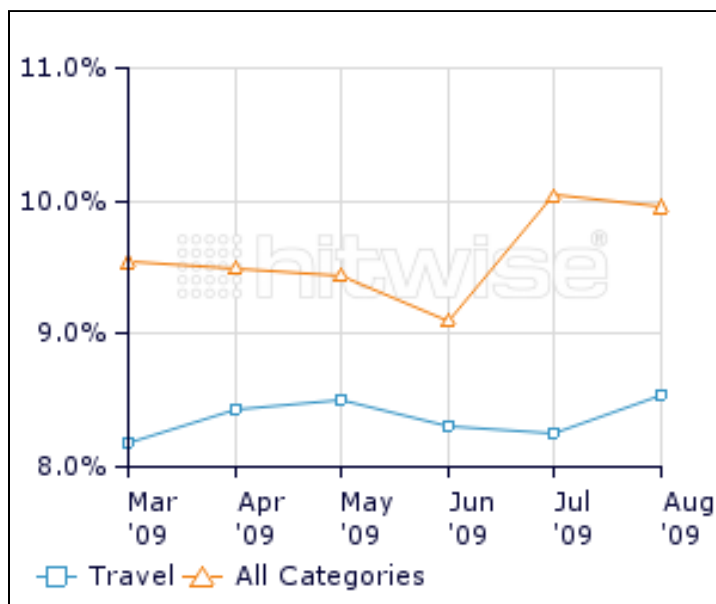
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 37.33% for the 6 months ending August, 2009



Downstream Search Engine Traffic Trend

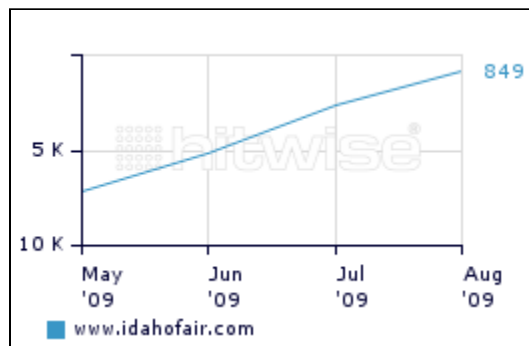
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.37% for the 6 months ending August, 2009



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 August, 2009.

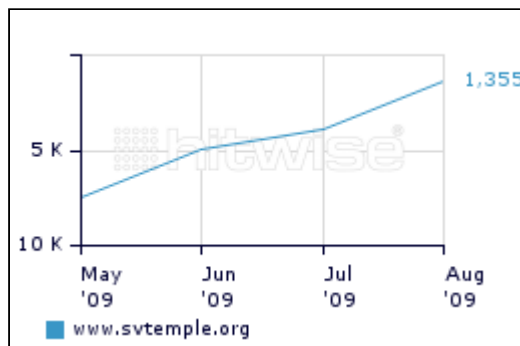
Expo Idaho
<http://www.idahofair.com/>



△ 1,797 places

Expo Idaho provides information about the Western Idaho Fair. Details include shows and events, facilities, maps, employment and contacts.

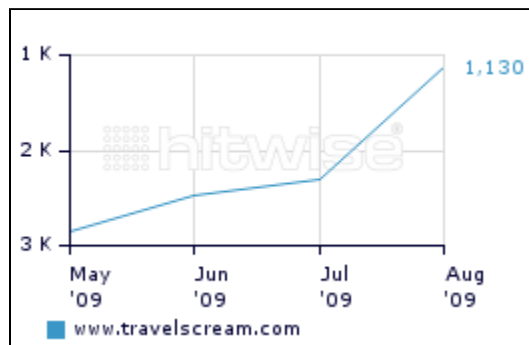
Sri Venkateswara Temple, Pittsburgh
<http://www.svtemple.org/>



△ 2,521 places

This site features information on the Sri Venkateswara Temple, located in Pittsburgh.

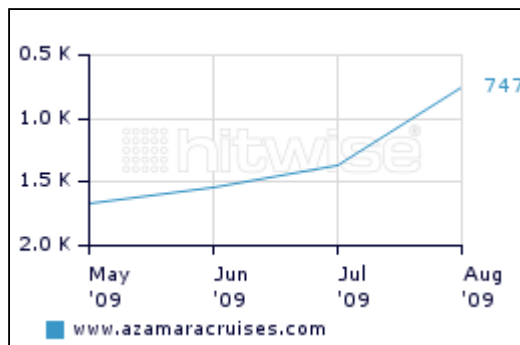
TravelScream.com
<http://www.travelscream.com/>



△ 1,163 places

TravelScream.com publishes continually-updated content feeds and utilizes RSS feed reading technology to allow a more consistent approach to streamlining, gathering and disseminating travel information.

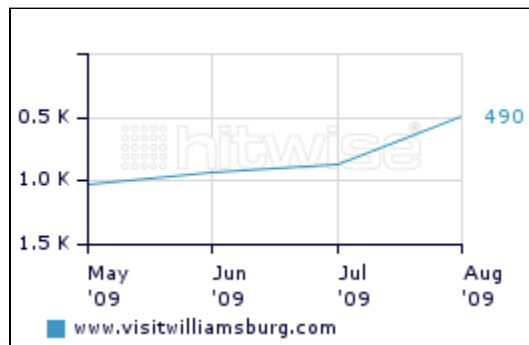
Azamara Cruises
<http://www.azamaracruises.com/>



△ 619 places

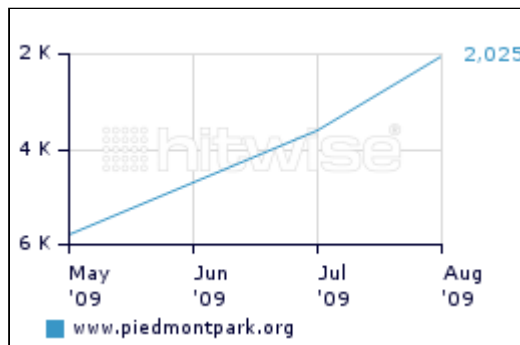
Azamara Cruises is a luxury cruise service, which consists of two intimate ships, Azamara Journey and Azamara Quest.

Travel - Fast Movers (continued)

Williamsburg Area Convention and Visitors Bureau<http://www.visitwilliamsburg.com/>

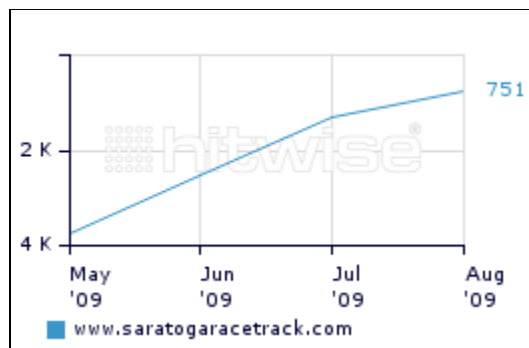
381 places

This website contains information on planning a visit to Virginia's historic triangle being Williamsburg, Jamestown and Yorktown. The website lists attractions, accommodations, shopping, dining, golf and weather for the area.

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

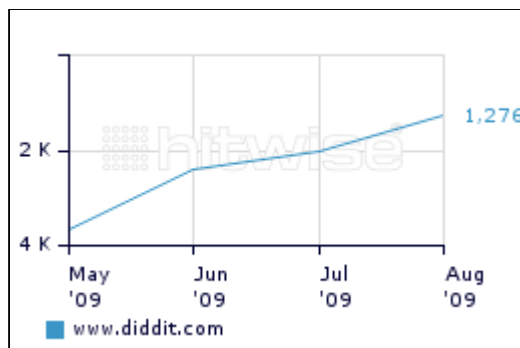
1,575 places

No description

Saratoga Racetrack<http://www.saratogaracetrack.com/>

546 places

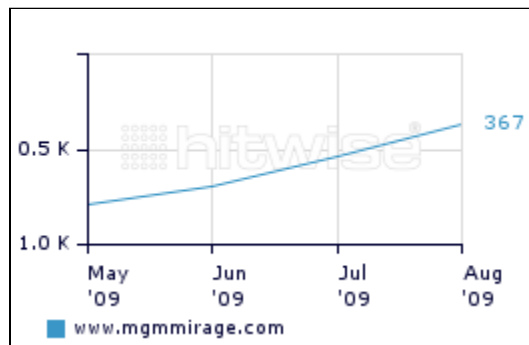
This website provides an unofficial guide to the Saratoga race track. Details include horse racing, accommodation, dining and contacts.

Diddit<http://www.diddit.com/>

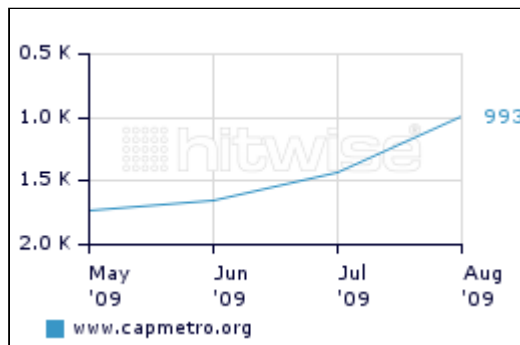
748 places

Diddit is the site which enables users to discover new stuff to do and meet people like themselves. The site features lots of experiences under three main categories: food and drink, outdoors, and travel and sightseeing.

Travel - Fast Movers (continued)

MGM Mirage<http://www.mgmmirage.com/>

165 places

Capital Metro<http://www.capmetro.org/>

432 places

MGM Mirage is an entertainment, hotel and gaming company headquartered in Las Vegas, Nevada.

Website of the Capital Metro transport services. Site includes news, a trip planner, service status information and contacts.

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.