

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the the month of December, 2007

Traffic Distribution Analysis

37.34% of all visits to the online 'Travel' industry went to the top 10 websites for the month of December, 2007. 46.73% went to the top 20 websites and 68.04% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 3 seconds for the month of December, 2007. This is a minimal decrease from last months average visit duration of 9 minutes, 5 seconds.

Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of December, 2007 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since November, 2007.

Websites that entered the Top 100 were:

November, 2007 Rank	December, 2007 Rank	Website	Domain
120	47	TripCheck	www.tripcheck.com
351	72	CDOT Traveler Information	www.cotrip.org
102	87	Apple Vacations	www.applevacations.com
104	90	The Orvis Company	www.orvis.com
122	91	Midwest Airlines	www.midwestairlines.com
172	92	Comfort Inn	www.comfortinn.com
103	94	Concierge.com	www.concierge.com
116	95	MGM Mirage - Reservations	reservations.mgmmirage.com
135	98	Zvents	www.zvents.com
142	100	Traffic.com	www.traffic.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

November, 2007 Rank	December, 2007 Rank	Website	Domain
68	554	Outside Online	outside.away.com
81	101	BookAirlineTickets.com	www.bookairlinetickets.com
87	107	Norwegian Cruise Line	www.ncl.com
88	116	Travelation	www.travelation.com
92	112	AAA South	www.aaasouth.com
94	166	Travelzoo Top 20	www.top20.travelzoo.com
95	126	VirtualTourist	www.virtualtourist.com
96	119	Motel 6	www.motel6.com
97	109	Days Inn	www.daysinn.com
100	131	British Airways	www.britishairways.com

* Note: DNR = Did Not Rank

Real Estate Category Top 20 Websites

The table below shows the Top 20 websites in the 'Travel' online industry for the month of December, 2007 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: 10,227

Category Contribution Percentage: 1.65%

Rank	Website	Domain	Market Share	Nov '07	Oct '07	Sep '07
1.	MapQuest	www.mapquest.com	13.91%	1	1	1
2.	Google Maps	maps.google.com	5.69%	2	2	2
3.	Yahoo! Maps	maps.yahoo.com	3.66%	3	3	3
△	4. Southwest Airlines	www.southwest.com	2.91%	5	5	6
▽	5. Expedia	www.expedia.com	2.88%	4	4	4
6.	Travelocity	www.travelocity.com	2.52%	6	6	5
7.	Orbitz	www.orbitz.com	1.81%	7	7	7
8.	Cheap Tickets	www.cheaptickets.com	1.43%	8	8	8
△	9. Priceline.com	www.priceline.com	1.27%	11	11	12
▽	10. American Airlines	www.aa.com	1.27%	9	10	13
▽	11. Yahoo! Travel	travel.yahoo.com	1.25%	10	9	9
12.	Delta Air Lines	www.delta.com	1.21%	12	12	14
△	13. Local Live	local.live.com	0.98%	14	13	10
△	14. Northwest Airlines	www.nwa.com	0.96%	16	18	18
▽	15. TripAdvisor	www.tripadvisor.com	0.94%	13	14	11
△	16. United Airlines	www.united.com	0.88%	22	22	19
▽	17. Hotwire	www.hotwire.com	0.82%	15	15	17
△	18. JetBlue Airways	www.jetblue.com	0.79%	20	20	22
▽	19. Kayak	www.kayak.com	0.79%	17	17	16
▽	20. Continental Airlines	www.continental.com	0.78%	18	21	24

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

Top Real Estate Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **12/29/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.72%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 178,937 search terms.

Rank	Search Term	Volume
1.	mapquest	3.72%
2.	map quest	1.35%
3.	maps	0.96%
4.	mapquest.com	0.75%
5.	southwest airlines	0.68%
6.	google earth	0.62%
7.	driving directions	0.47%
8.	travelocity	0.46%
9.	expedia	0.42%
10.	american airlines	0.39%
11.	google maps	0.37%
12.	mapquest driving directions	0.36%
13.	www.mapquest.com	0.31%
14.	amtrak	0.29%
15.	delta airlines	0.28%
16.	orbitz	0.28%
17.	map	0.28%
18.	united airlines	0.27%
19.	expedia.com	0.25%
20.	cheap tickets	0.24%
21.	yahoo maps	0.23%
22.	directions	0.23%
23.	continental airlines	0.22%
24.	northwest airlines	0.21%
25.	airline tickets	0.20%
26.	cheap airline tickets	0.20%
27.	us airways	0.19%
28.	cheap flights	0.18%
29.	greyhound	0.18%
30.	southwest	0.18%

Note: the data is based on a sample of 10 million US Internet users.

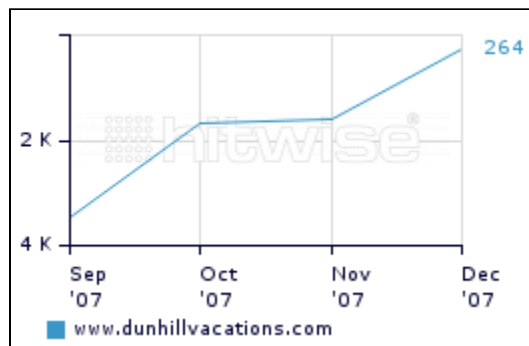
Source: Hitwise

Real Estate Category Fast Moving Websites

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 December, 2007.

Dunhill Vacations

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

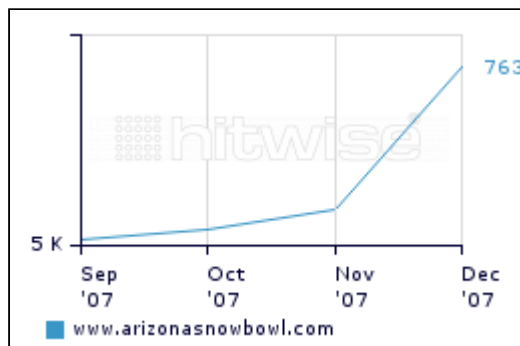


🏠 1,322 places

The Dunhill Vacations is a guide to discount travel and cruise vacations. The site offers featured holiday packages, and travel tools including a searchable database of flights, accommodation, and car rental.

Arizona Snowbowl

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

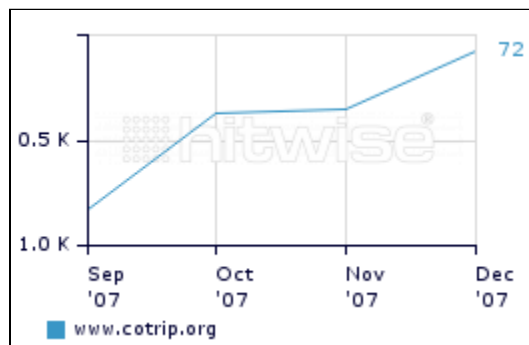


🏠 3,383 places

This is the official website for the Arizona Snowbowl and features information on the resort and its lodgings, attractions and activities.

CDOT Traveler Information

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

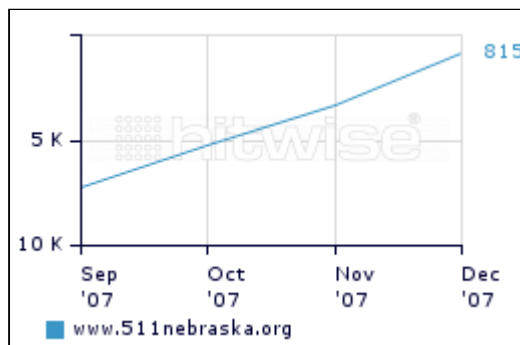


🏠 279 places

This website provides a range of traveler information such as weather, signs, traffic camera and airport information.

Nebraska Department Of Roads

<http://www.511nebraska.org/>

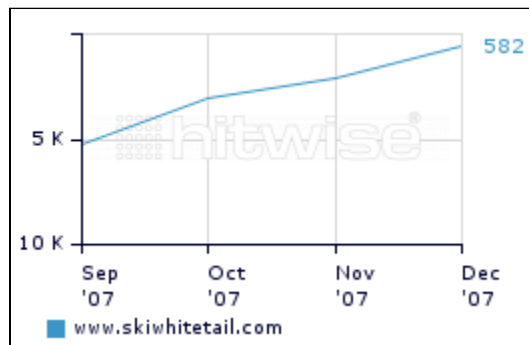


🏠 2,472 places

This Nebraska Government website contains a road map of state with diagrams as to where there are current closures, accidents, delays, construction and difficult road conditions.

Real Estate Category Fast Moving Websites (continued)

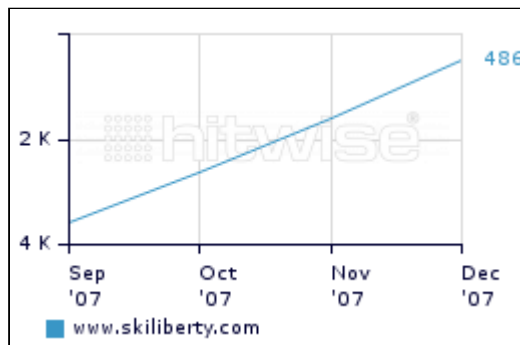
Whitetail Mountain Resort
<http://www.skiwhitetail.com/>



△ 1,554 places

The Whitetail Mountain Resort is a ski resort located in Pennsylvania. Features of the site includes snow report, rates, travel information and employment.

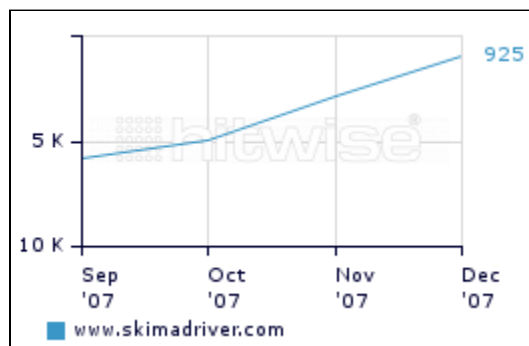
Skiliberty.com
<http://www.skiliberty.com/>



△ 1,104 places

Skiliberty.com features information on the Liberty Mountain Resort and Conference Center.

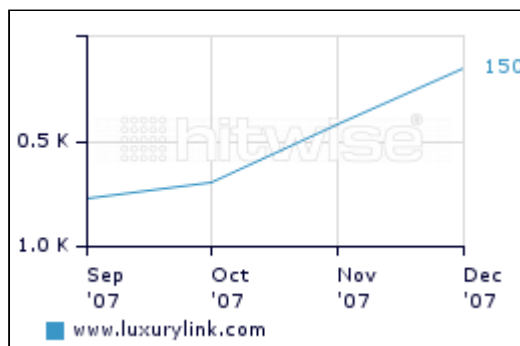
Mad River Mountain Resort
<http://www.skimadriver.com/>



△ 1,912 places

This site features information on the Mad River Mountain Resort and its facilities, activities and events.

LuxuryLink
<http://www.luxurylink.com/>



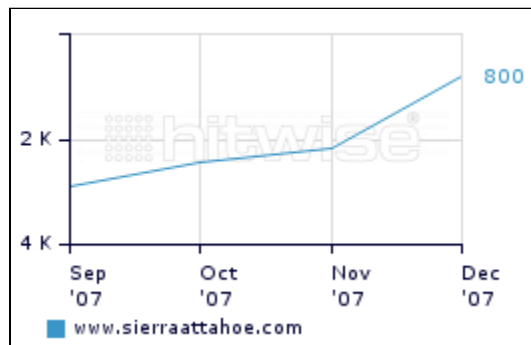
△ 265 places

LuxuryLink is a luxury travel resource, providing a searchable database of luxury travel properties worldwide, as well as special offers, exclusives, auctions, and additional information for travelers

Real Estate Category Fast Moving Websites (continued)

Sierraat Tahoe

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

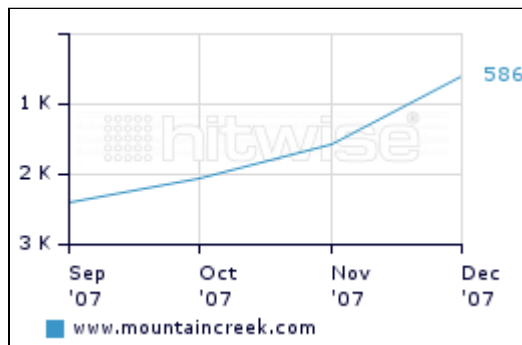


🏠 1,355 places

No description

Mountain Creek

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



🏠 969 places

Mountain Creek is a ski resort not far from New York. The website features trail maps and mountain information.

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.