

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage  
for the month of June, 2010



## Traffic Distribution Analysis

39.62% of all visits to the online 'Travel' industry went to the top 10 websites for the month of June, 2010. 49.08% went to the top 20 websites and 70.14% went to the top 100 websites.

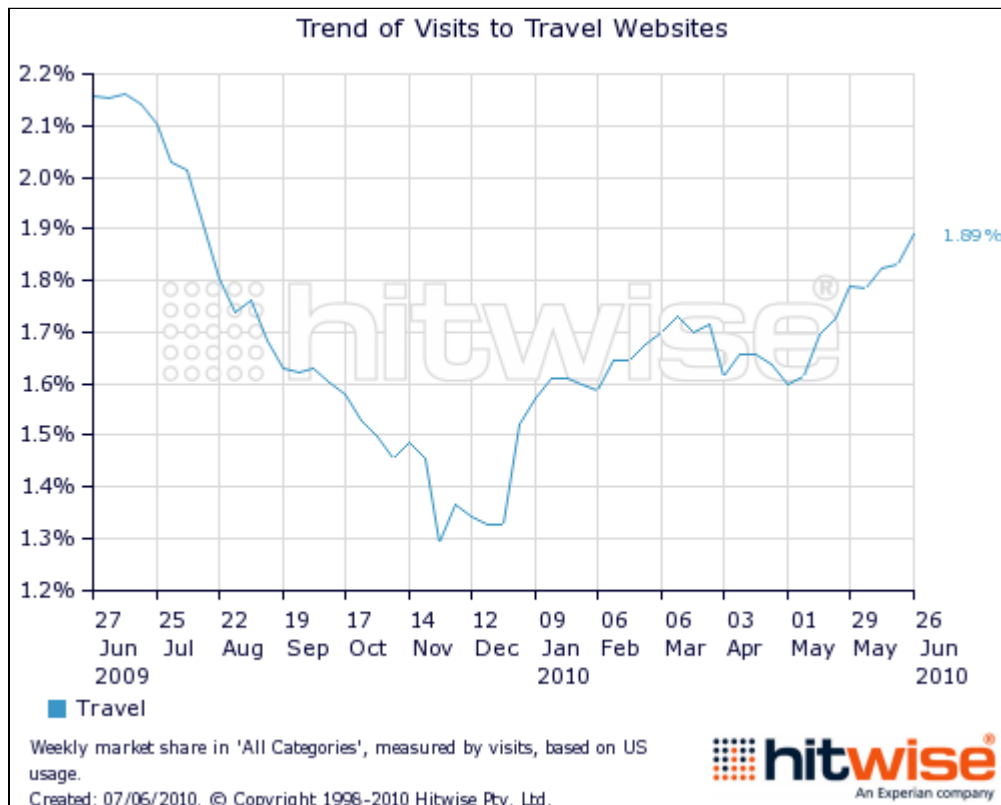
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 28 seconds for the month of June, 2010. This is a minimal decrease from last months average visit duration of 7 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

## Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of June, 2010 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since May, 2010.

Websites that entered the Top 100 were:

May, 2010 Rank	June, 2010 Rank	Website	Domain
207	71	MapitDirections.com	www.mapitdirections.com
108	75	fly.com	www.fly.com
107	84	Wingate by Windham	www.wingatehotels.com
DNR	92	Fareloop	www.fareloop.com
104	96	Motel 6	www.motel6.com
133	100	Universal Studios Orlando Resort	www.universalorlando.com

Websites that have left the Top 100 were:

May, 2010 Rank	June, 2010 Rank	Website	Domain
80	116	Norwegian Cruise Line	www.ncl.com
85	DNR	shopping.usairways.com	shopping.usairways.com
91	103	Cruises Only	www.cruisesonly.com
93	102	Hilton HHonors	www.hiltonhhonors.com
96	131	Mapsofworld.com	www.mapsofworld.com
100	104	Ask.com - Maps	maps.ask.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 June, 2010 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: 13,318

Category Contribution Percentage: 1.86%

Rank	Website	Domain	Market Share	May '10	Apr '10	Mar '10
1.	Google Maps	maps.google.com	15.14%	1	1	1
2.	MapQuest	www.mapquest.com	8.99%	2	2	2
3.	Expedia	www.expedia.com	3.24%	3	3	3
△	4. Southwest Airlines	www.southwest.com	2.01%	5	4	4
▽	5. priceline.com	www.priceline.com	2.00%	4	5	5
6.	Travelocity	www.travelocity.com	1.89%	6	6	6
△	7. TripAdvisor	www.tripadvisor.com	1.76%	8	8	9
▽	8. Yahoo! Maps	maps.yahoo.com	1.68%	7	7	7
9.	Orbitz	www.orbitz.com	1.52%	9	9	8
10.	Yahoo! Travel	travel.yahoo.com	1.38%	10	11	13
11.	Bing maps	www.bing.com/maps	1.30%	11	10	10
△	12. Hotwire	www.hotwire.com	1.21%	13	13	12
▽	13. Delta Air Lines	www.delta.com	1.18%	12	12	11
14.	CheapOair.com	www.cheapoair.com	1.00%	14	15	14
△	15. bookingbuddy	www.bookingbuddy.com	0.87%	16	16	16
▽	16. American Airlines	www.aa.com	0.85%	15	14	15
△	17. Hotels.com	www.hotels.com	0.83%	19	21	21
△	18. Kayak	www.kayak.com	0.79%	21	20	19
△	19. InterContinental Hotels Group	www.ichotelsgroup.com	0.73%	20	22	22
▽	20. Cheap Tickets	www.cheaptickets.com	0.71%	18	19	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 **06/26/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.15%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,931 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.15%	
2.	mapquest driving directions	1.78%	
3.	google maps	1.30%	
4.	maps	0.92%	
5.	southwest airlines	0.75%	
6.	map quest	0.65%	
7.	google earth	0.53%	
8.	delta airlines	0.45%	
9.	expedia	0.44%	
10.	travelocity	0.43%	
11.	cheap flights	0.38%	
12.	cheap tickets	0.37%	
13.	mapquest.com	0.32%	
14.	yahoo maps	0.31%	
15.	american airlines	0.31%	
16.	priceline	0.29%	
17.	continental airlines	0.28%	
18.	driving directions	0.28%	
19.	united airlines	0.25%	
20.	map	0.24%	
21.	orbitz	0.22%	
22.	hotels.com	0.21%	
23.	jet blue	0.20%	
24.	airline tickets	0.20%	
25.	us airways	0.16%	
26.	amtrak	0.16%	
27.	spirit airlines	0.16%	
28.	greyhound	0.16%	
29.	directions	0.16%	
30.	google	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 39.46% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of June, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.48% more upstream traffic from search engines than the internet average of 29.97%. The 'Travel' online industry sent 2.20% less downstream traffic to search engines than the internet average of 10.38%.

### Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of June, 2010:

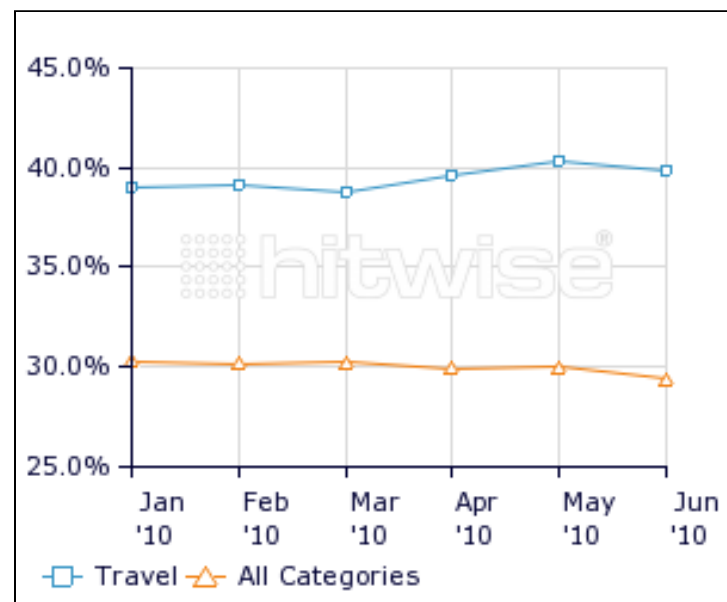
Rank	Website	Upstream Clicks
1.	Google	29.88%
2.	Yahoo! Search	4.44%
3.	Bing	3.40%
4.	Ask	0.51%
5.	AOL Search	0.43%
6.	AOL Search for HP and Compaq	0.08%
7.	dogpile	0.07%
8.	mywebsearch	0.06%
9.	Yahoo! Everything	0.06%
10.	Google Mexico	0.05%

### Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of June, 2010:

Rank	Website	Downstream Clicks
1.	Google	5.25%
2.	Bing	0.91%
3.	Yahoo! Search	0.78%
4.	Ask	0.30%
5.	AOL Search	0.14%
6.	bing Images	0.06%
7.	mywebsearch	0.05%
8.	Info.com	0.04%
9.	Google Images	0.03%
10.	bing Videos	0.03%

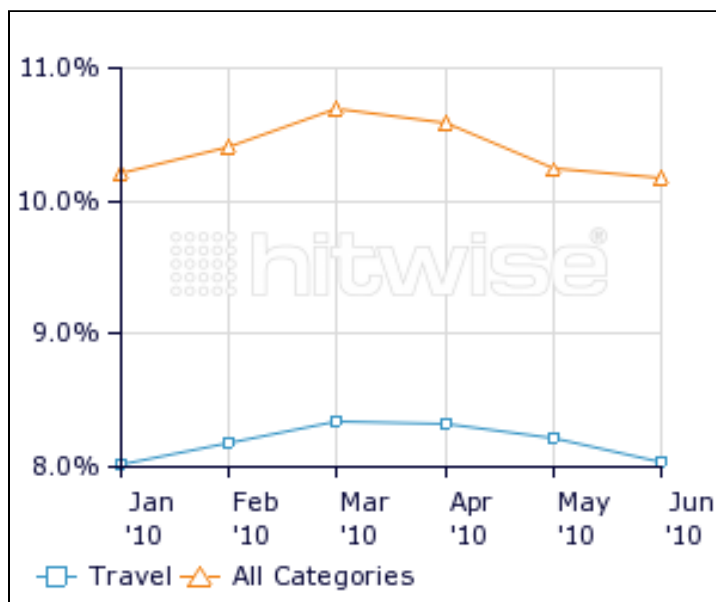
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 39.46% for the 6 months ending June, 2010



### Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.18% for the 6 months ending June, 2010

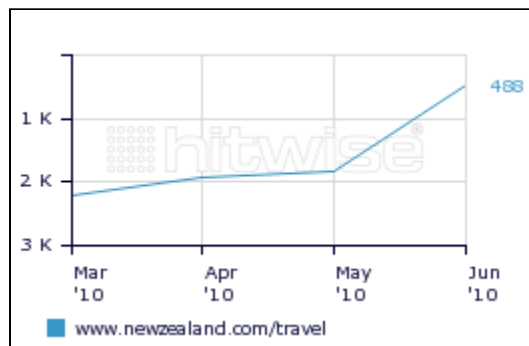


## Travel - Fast Movers

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, 2010.

### Travel New Zealand

<http://www.newzealand.com/travel/>

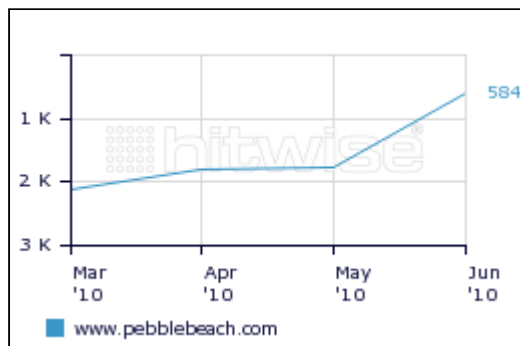


△ 1,356 places

This is part of the New Zealand.com website and includes travel destinations, activities and trip planning tools.

### Pebble Beach Resorts

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

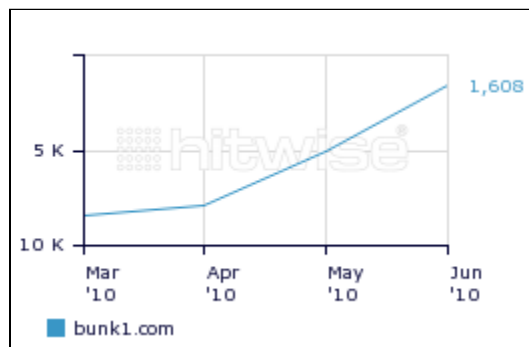


△ 1,178 places

This is the official website for the Pebble Beach Resorts. It contains information about the facilities the resorts provide, including Golf tournaments and health spa. The site also includes an online Golf equipment and clothing shop.

### bunk1.com

<http://bunk1.com/>

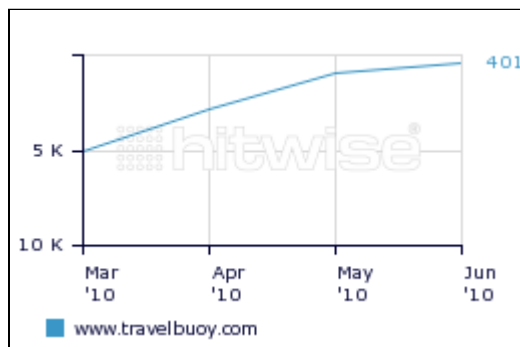


△ 3,446 places

No description

### TravelBuoy

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

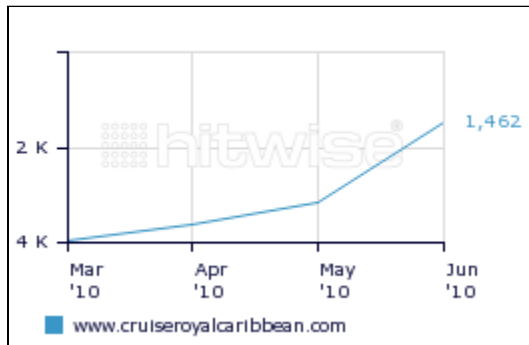


△ 511 places

TravelBuoy is an online platform which features offers on accommodation and travel needs.

Travel - Fast Movers (continued)

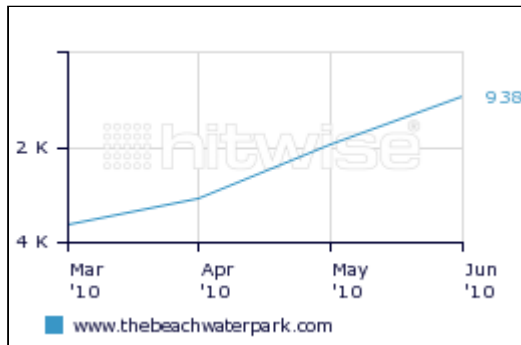
**Cruises Only - Cruise Royal Caribbean**  
<http://www.cruiseroyalcaribbean.com/>



🏠 1,683 places

This site features information on cruises with Royal Caribbean International.

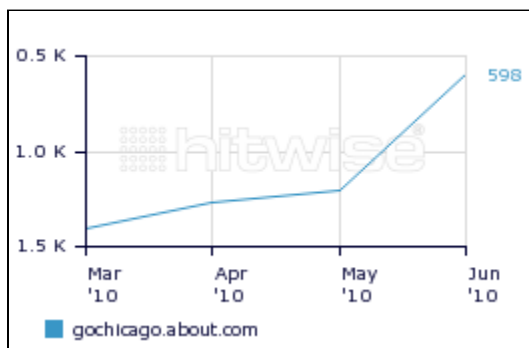
**The Beach Waterpark**  
<http://www.thebeachwaterpark.com/>



🏠 982 places

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

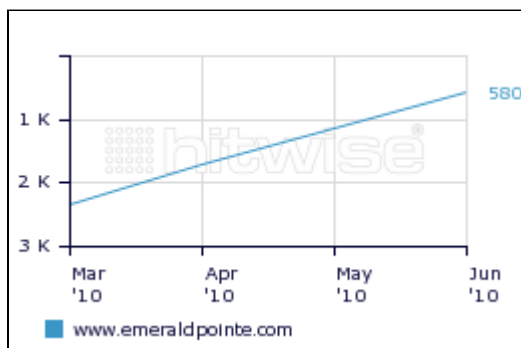
**About.com - Chicago for Visitors**  
<http://gochicago.about.com/>



🏠 610 places

No description

**Wet 'n Wild Emerald Point**  
<http://www.emeraldpointe.com/>



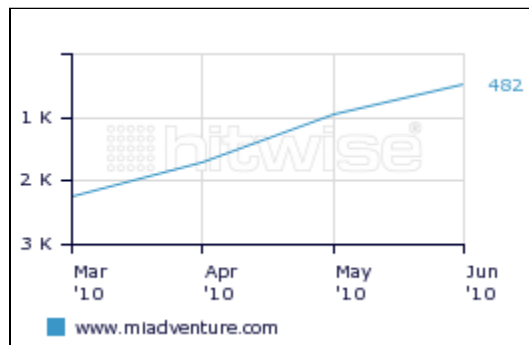
🏠 552 places

This site features information on Wet 'n Wild Emerald Point, situated in Greensboro, NC.

## Travel - Fast Movers (continued)

### Michigan's Adventure Amusement Park

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

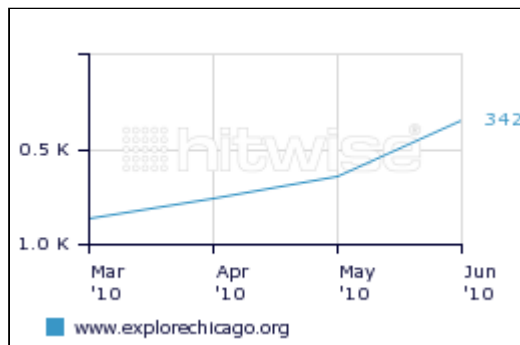


⚡ 456 places

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

### Explore Chicago

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



⚡ 301 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.

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

Source: Hitwise

## Hitwise Methodology

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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/us](http://www.hitwise.com/us).