

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Hitwise Monthly Category Report - Travel

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Traffic Distribution Analysis

37.60% of all visits to the online 'Travel' industry went to the top 10 websites for the month of February, 2009. 47.10% went to the top 20 websites and 68.31% went to the top 100 websites.

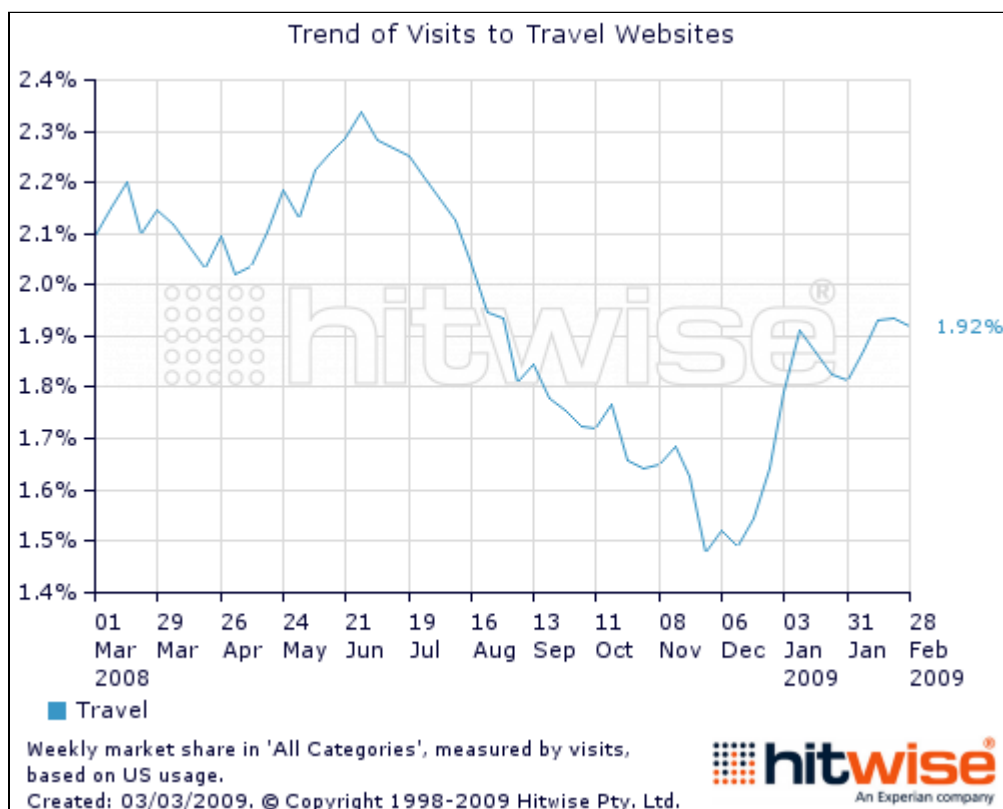
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 20 seconds for the month of February, 2009. This is a minimal decrease from last months average visit duration of 9 minutes, 21 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 February, 2009 based on visits was 8.0%, which means that 8 websites in this industry's Top 100 rankings have changed since January, 2009.

Websites that entered the Top 100 were:

January, 2009 Rank	February, 2009 Rank	Website	Domain
108	78	CheapCaribbean.com	www.cheapcaribbean.com
111	89	OneTime	www.onetime.com
125	91	Quality Inn	www.qualityinn.com
104	92	Super 8 Motels	www.super8.com
119	95	Dollar Rent A Car	www.dollar.com
114	96	Motel 6	www.motel6.com
106	97	Travelocity - Last Minute Packages	lastminute.travelocity.com
109	100	BookIt.com	www.bookit.com

Websites that have left the Top 100 were:

January, 2009 Rank	February, 2009 Rank	Website	Domain
87	273	Apple Vacations	www.applevacations.com
88	102	Burlington Northern Santa Fe Railway	www.bnsf.com
90	106	AOL Travel	travel.channel.aol.com
91	103	SouthWest Vacations	www.southwestvacations.com
93	104	Cruise Critic Message Boards	boards.cruisecritic.com
94	114	Norfolk Southern	www.nscorp.com
95	105	TripCheck	www.tripcheck.com
100	251	Real Holidays	www.realholidays.com.au

* 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 February, 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: 11,823

Category Contribution Percentage: 1.93%

Rank	Website	Domain	Market Share	Jan '09	Dec '08	Nov '08
1.	MapQuest	www.mapquest.com	10.22%	1	1	1
2.	Google Maps	maps.google.com	9.30%	2	2	2
3.	Expedia	www.expedia.com	3.39%	3	4	5
4.	Southwest Airlines	www.southwest.com	2.84%	4	3	4
5.	Yahoo! Maps	maps.yahoo.com	2.62%	5	5	3
6.	Travelocity	www.travelocity.com	2.28%	6	6	6
△	7. Priceline.com	www.priceline.com	1.98%	8	9	8
▽	8. Orbitz	www.orbitz.com	1.84%	7	7	7
△	9. Yahoo! Travel	travel.yahoo.com	1.72%	10	8	9
△	10. Kayak	www.kayak.com	1.40%	17	23	19
11.	TripAdvisor	www.tripadvisor.com	1.18%	11	15	14
△	12. Hotwire	www.hotwire.com	1.14%	14	18	16
▽	13. American Airlines	www.aa.com	1.09%	9	10	10
▽	14. Cheap Tickets	www.cheaptickets.com	1.02%	12	12	12
▽	15. Delta Air Lines	www.delta.com	1.01%	13	11	11
△	16. Google Earth	earth.google.com	0.88%	25	21	23
▽	17. Local Live	local.live.com	0.86%	15	13	13
△	18. Hotels.com	www.hotels.com	0.81%	20	25	25
▽	19. CheapoAir.com	www.cheapoair.com	0.80%	16	16	15
▽	20. Northwest Airlines	www.nwa.com	0.72%	18	14	17

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 **02/28/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.06%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 9,982 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.06%	
2.	mapquest driving directions	0.89%	
3.	map quest	0.86%	
4.	southwest airlines	0.84%	
5.	maps	0.72%	
6.	google earth	0.60%	
7.	google maps	0.60%	
8.	travelocity	0.49%	
9.	expedia	0.47%	
10.	mapquest.com	0.47%	
11.	driving directions	0.36%	
12.	orbitz	0.34%	
13.	american airlines	0.29%	
14.	priceline	0.26%	
15.	united airlines	0.25%	
16.	continental airlines	0.24%	
17.	cheap flights	0.23%	
18.	cheap tickets	0.20%	
19.	amtrak	0.20%	
20.	directions	0.19%	
21.	expedia.com	0.19%	
22.	www.mapquest.com	0.18%	
23.	map quest driving directions	0.18%	
24.	airline tickets	0.18%	
25.	yahoo maps	0.17%	
26.	delta airlines	0.17%	
27.	hotels.com	0.17%	
28.	map	0.17%	
29.	us airways	0.16%	
30.	mapquest.com directions	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 35.97% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February, 2009 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.13% more upstream traffic from search engines than the internet average of 25.84%. The 'Travel' online industry sent 1.34% less downstream traffic to search engines than the internet average of 9.42%.

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

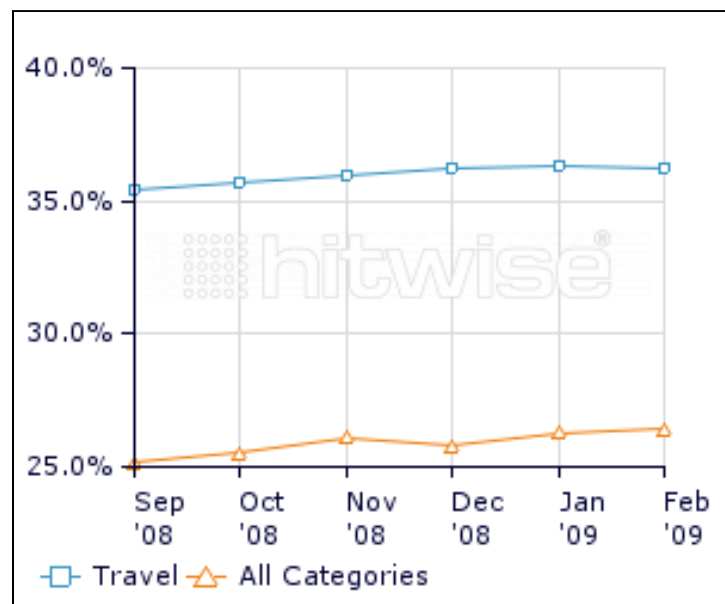
Rank	Website	Upstream Share
1.	Google	27.08%
2.	Yahoo! Search	5.02%
3.	MSN Search	1.30%
4.	Ask.com	0.76%
5.	Windows Live Search	0.45%
6.	Google Image Search	0.36%
7.	My Web Search	0.20%
8.	AOL Search	0.18%
9.	Dogpile	0.09%
10.	Google Canada	0.08%

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

Rank	Website	Downstream Share
1.	Google	5.25%
2.	Yahoo! Search	1.14%
3.	Google Image Search	0.34%
4.	Ask.com	0.31%
5.	Windows Live Search	0.20%
6.	MSN Search	0.19%
7.	AOL Search	0.12%
8.	My Web Search	0.09%
9.	Yahoo! Image Search	0.04%
10.	Dogpile	0.03%

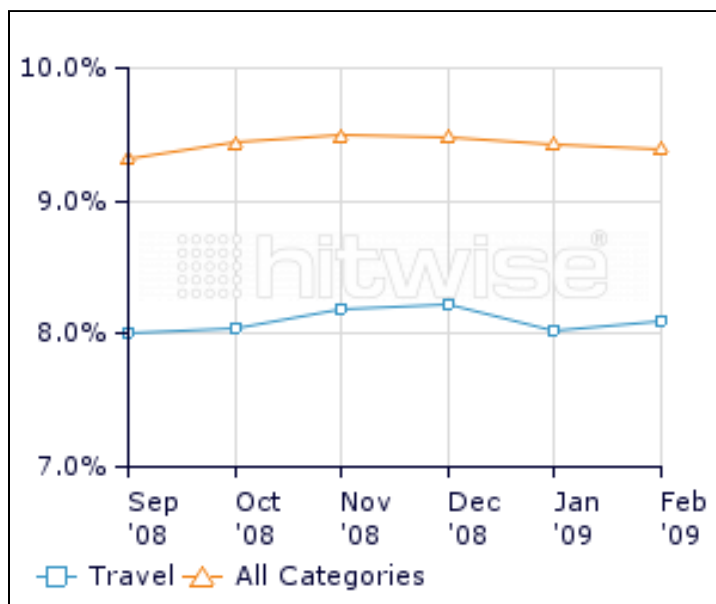
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.97% for the 6 months ending February, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.09% for the 6 months ending February, 2009

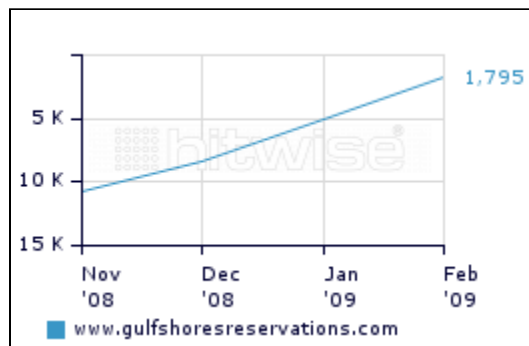


Travel - Fast Movers

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 February, 2009.

Gulf Shores Reservations

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

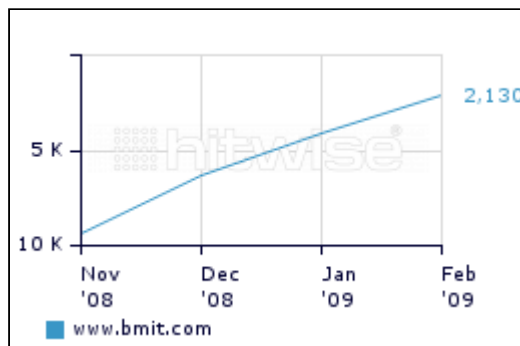


▲ 3,216 places

Gulf Shores Reservations helps travellers make reservations at hotels on Orange Beach, Florida. The website features details on accommodation options.

Brian Moore International

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

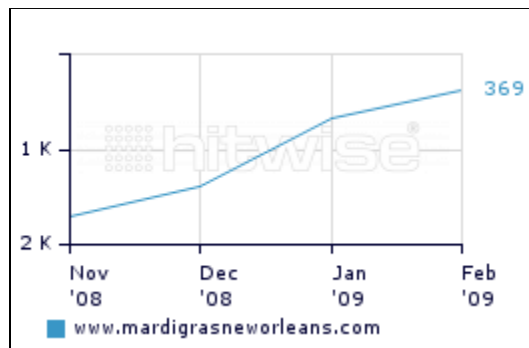


▲ 1,923 places

Brian Moore International is a travel agency offering escorted tours, customized vacations, and family vacations.

www.mardigrasneworleans.com

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

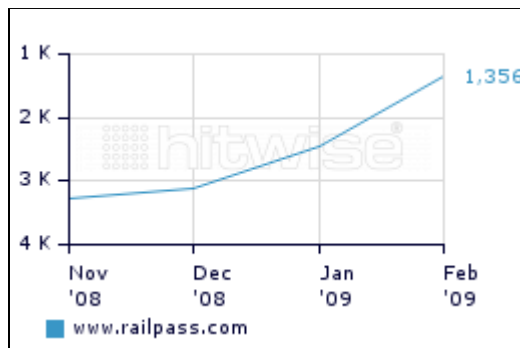


▲ 310 places

No description

RailPass Express

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

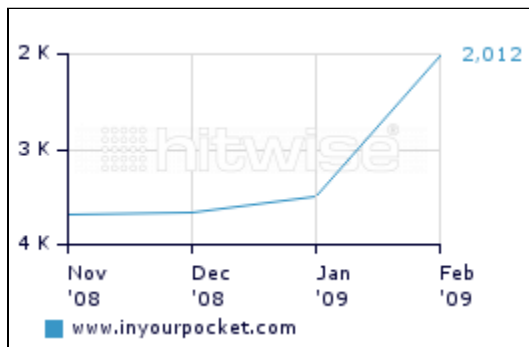


▲ 1,107 places

RailPass Express is an authorised sales outlet of European rail, British rail and other travel related products. The site includes a list of passes, maps, plans and ordering information.

Travel - Fast Movers (continued)

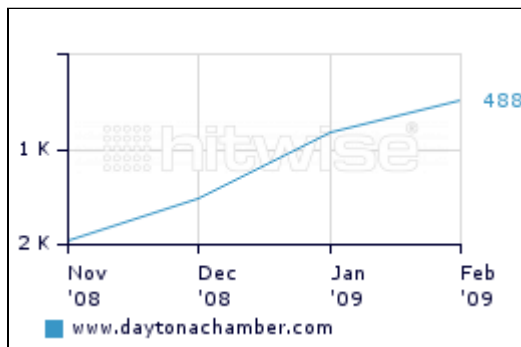
www.inyourpocket.com
<http://www.inyourpocket.com/>



▲ 1,476 places

No description

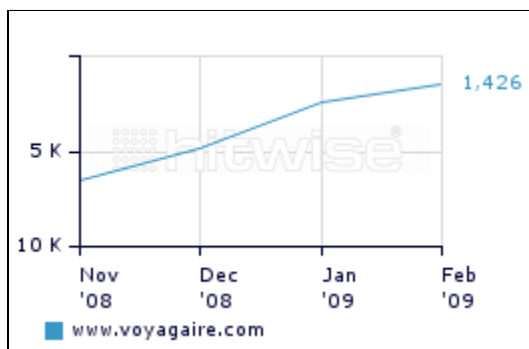
www.daytonachamber.com
<http://www.daytonachamber.com/>



▲ 332 places

No description

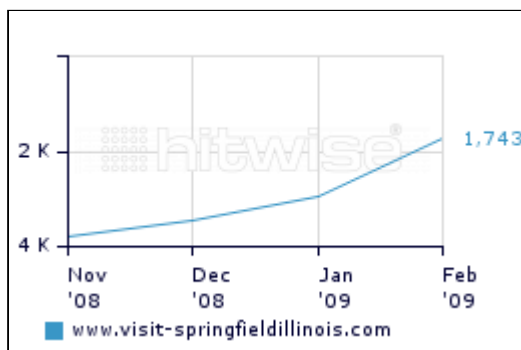
Voyagaire Lodge and Houseboats
<http://www.voyagaire.com/>



▲ 949 places

Voyagaire Houseboats offers houseboat vacations and rental services.

Springfield Illinois Convention and Visitors Bureau
<http://www.visit-springfieldillinois.com/>

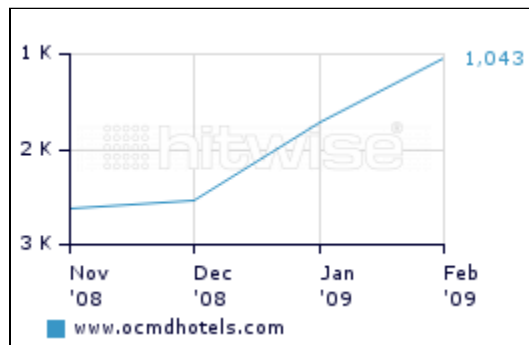


▲ 1,184 places

This is the official website for the Springfield Illinois Convention and Visitors Bureau and features information on Springfield, Illinois.

Travel - Fast Movers (continued)

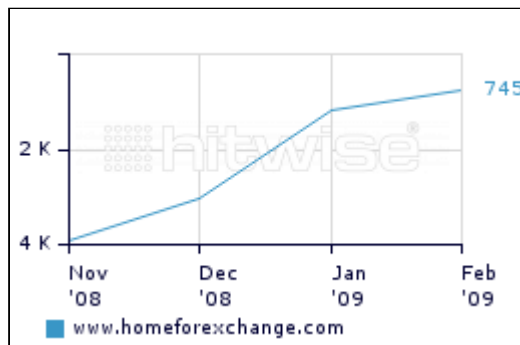
Ocean City, Maryland Hotels
<http://www.ocmdhotels.com/>



🏠 672 places

This site features information on Ocean City, Maryland Hotels.

HomeForExchange.com
<http://www.homeforexchange.com/>



🏠 452 places

HomeForExchange.com is a non-commercial website that lists houses, recreational vehicles and watercraft available for users to exchange while traveling.

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.