

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Hitwise Monthly Category Report - Travel

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Traffic Distribution Analysis

38.93% of all visits to the online 'Travel' industry went to the top 10 websites for the month of May, 2009. 48.14% went to the top 20 websites and 69.67% went to the top 100 websites.

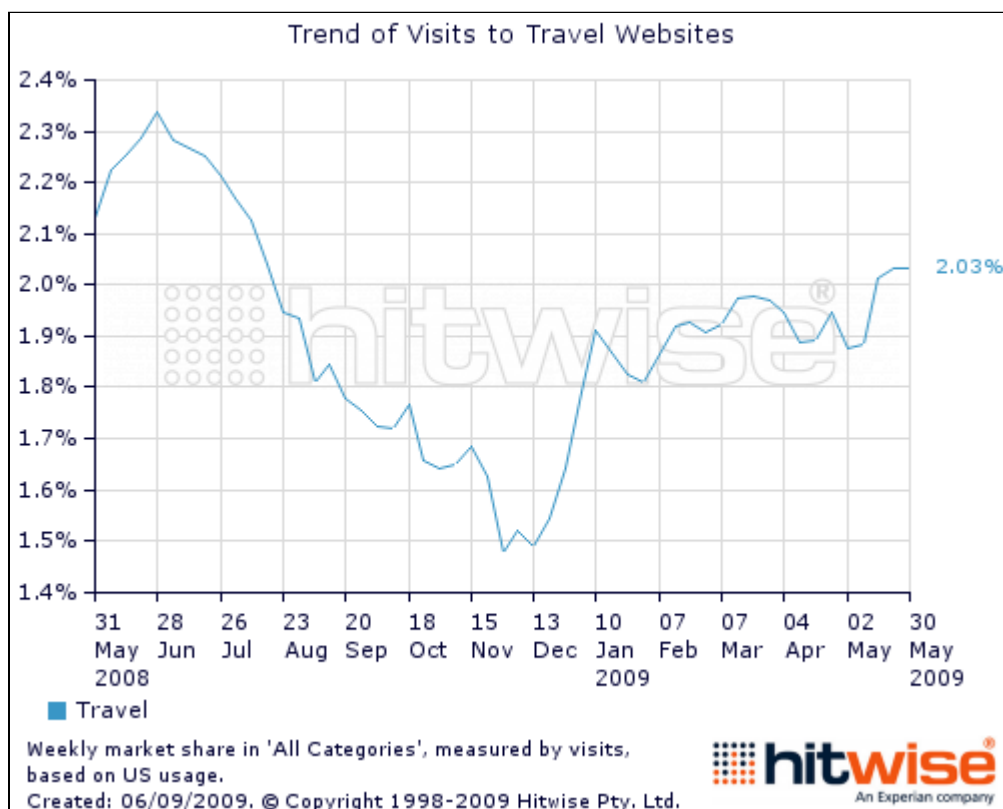
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 3 seconds for the month of May, 2009. This is a minimal increase from last months average visit duration of 8 minutes, 59 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 May, 2009 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since April, 2009.

Websites that entered the Top 100 were:

April, 2009 Rank	May, 2009 Rank	Website	Domain
112	81	Recreation One-Stop	www.recreation.gov
108	86	AOL Travel	travel.channel.aol.com
103	88	Fly.com	www.fly.com
109	92	Hotel-Guides.us	www.hotel-guides.us
107	96	AAA South	www.aaasouth.com
120	97	KOA Kampgrounds of America	www.koa.com

Websites that have left the Top 100 were:

April, 2009 Rank	May, 2009 Rank	Website	Domain
85	113	MGM Mirage - Reservations	reservations.mgmmirage.com
88	104	Hawaiian Airlines	www.hawaiianair.com
90	101	Travelpod	www.travelpod.com
94	140	Disney Parks	disneyparks.disney.go.com
98	103	Starwood	www.starwoodhotels.com
99	118	Cruise Critic Message Boards	boards.cruisecritic.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 May, 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: 11,467

Category Contribution Percentage: 1.99%

Rank	Website	Domain	Market Share	Apr '09	Mar '09	Feb '09
1.	MapQuest	www.mapquest.com	11.01% 	1	1	1
2.	Google Maps	maps.google.com	10.98% 	2	2	2
3.	Expedia	www.expedia.com	3.44% 	3	3	3
4.	Southwest Airlines	www.southwest.com	2.63% 	4	4	4
5.	Yahoo! Maps	maps.yahoo.com	2.29% 	5	5	5
6.	Travelocity	www.travelocity.com	2.16% 	6	6	6
7.	Priceline.com	www.priceline.com	1.98% 	7	7	7
△	8. Yahoo! Travel	travel.yahoo.com	1.57% 	9	9	9
▽	9. Orbitz	www.orbitz.com	1.47% 	8	8	8
10.	TripAdvisor	www.tripadvisor.com	1.41% 	10	10	10
11.	Hotwire	www.hotwire.com	1.25% 	11	11	11
12.	American Airlines	www.aa.com	1.10% 	12	12	12
13.	Delta Air Lines	www.delta.com	1.08% 	13	13	14
14.	Local Live	local.live.com	1.00% 	14	16	16
△	15. Hotels.com	www.hotels.com	0.95% 	16	17	18
▽	16. Kayak	www.kayak.com	0.91% 	15	15	17
△	17. CheapoAir.com	www.cheapoair.com	0.79% 	18	18	19
▽	18. Cheap Tickets	www.cheaptickets.com	0.76% 	17	14	13
△	19. United Airlines	www.united.com	0.68% 	20	21	21
▽	20. JetBlue Airways	www.jetblue.com	0.67% 	19	20	28

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 **05/30/2009**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **2.57%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,899 search terms.

Rank	Search Term	Clicks	
1.	mapquest	2.57%	
2.	mapquest driving directions	0.86%	
3.	map quest	0.81%	
4.	southwest airlines	0.70%	
5.	maps	0.68%	
6.	google maps	0.67%	
7.	mapquest.com	0.58%	
8.	google earth	0.47%	
9.	travelocity	0.46%	
10.	expedia	0.42%	
11.	driving directions	0.35%	
12.	american airlines	0.27%	
13.	united airlines	0.26%	
14.	expedia.com	0.26%	
15.	priceline	0.25%	
16.	cheap flights	0.23%	
17.	orbitz	0.23%	
18.	www.mapquest.com	0.23%	
19.	delta airlines	0.22%	
20.	hotels.com	0.20%	
21.	continental airlines	0.19%	
22.	directions	0.19%	
23.	map	0.19%	
24.	airline tickets	0.18%	
25.	priceline.com	0.17%	
26.	cheap tickets	0.17%	
27.	map quest driving directions	0.17%	
28.	us airways	0.17%	
29.	yahoo maps	0.17%	
30.	google	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 36.61% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of May, 2009 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.35% more upstream traffic from search engines than the internet average of 26.26%. The 'Travel' online industry sent 1.23% less downstream traffic to search engines than the internet average of 9.46%.

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

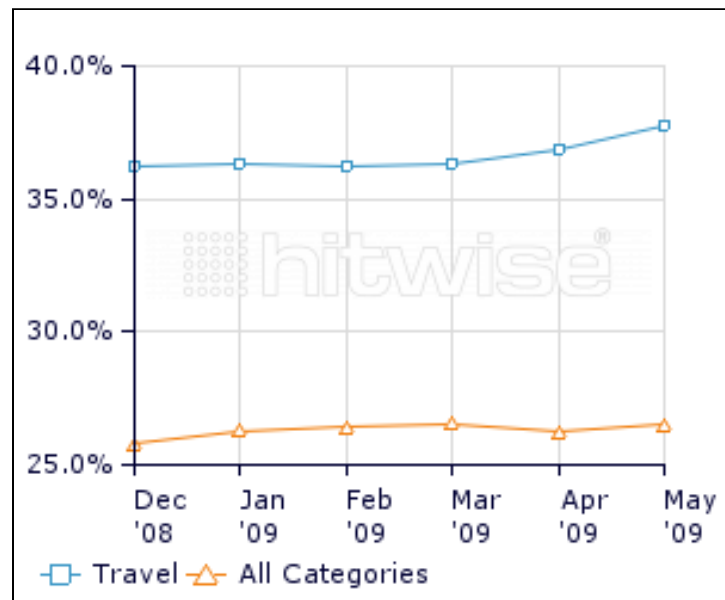
Rank	Website	Upstream Share
1.	Google	28.66%
2.	Yahoo! Search	4.96%
3.	MSN Search	1.32%
4.	Ask.com	0.79%
5.	Windows Live Search	0.58%
6.	Google Image Search	0.38%
7.	AOL Search	0.14%
8.	My Web Search	0.10%
9.	Dogpile	0.09%
10.	Google UK	0.06%

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

Rank	Website	Downstream Share
1.	Google	5.58%
2.	Yahoo! Search	1.13%
3.	Ask.com	0.36%
4.	Google Image Search	0.32%
5.	Windows Live Search	0.26%
6.	MSN Search	0.23%
7.	AOL Search	0.12%
8.	My Web Search	0.07%
9.	Yahoo! Image Search	0.04%
10.	Dogpile	0.03%

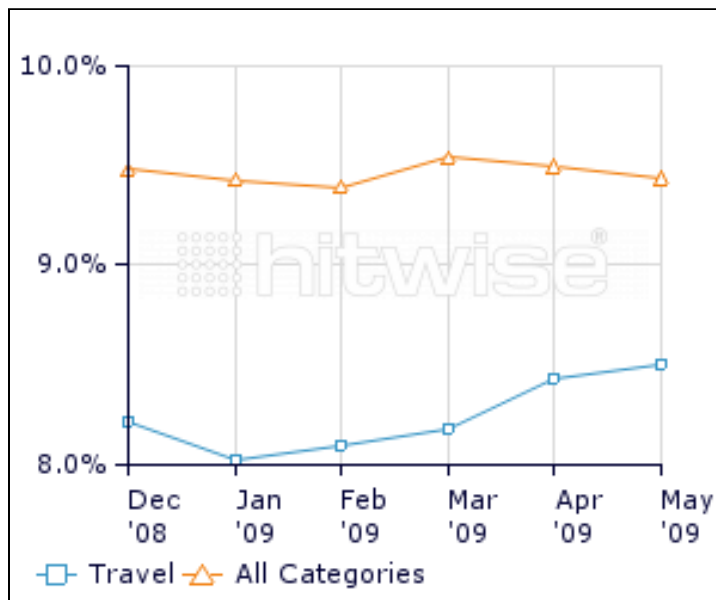
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 36.61% for the 6 months ending May, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.24% for the 6 months ending May, 2009

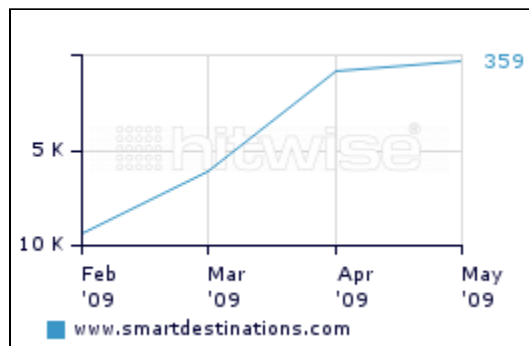


Travel - Fast Movers

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 May, 2009.

Smart Destinations

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

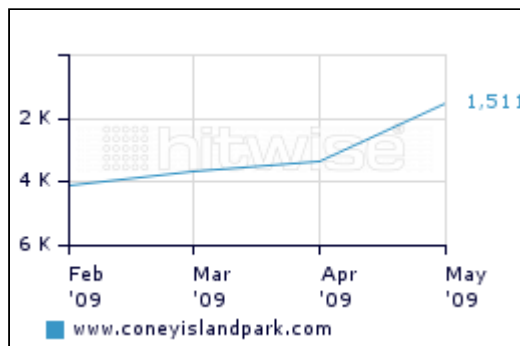


△ 474 places

Smart Destinations is a provider of technology-based packaged travel products and services to the tourism industry. The website outlines Smart Destinations' Go Cards which include admissions and discounts to many attractions in various US cities.

www.coneyislandpark.com

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

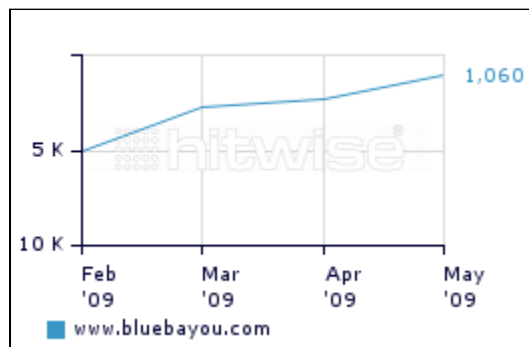


△ 1,828 places

No description

Blue Bayou Water Park

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

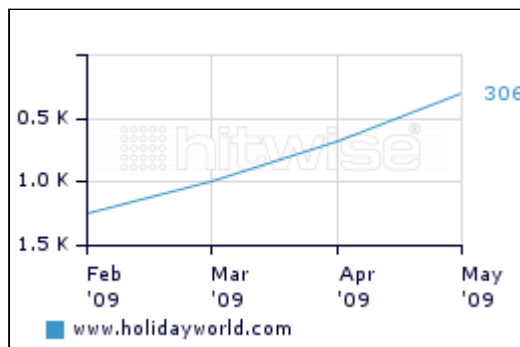


△ 1,267 places

The website for Blue Bayou Water Park has information about it, locations, attractions and tickets.

Holiday World

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



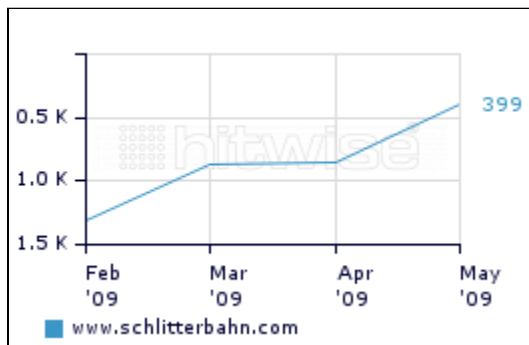
△ 370 places

This Holiday themed amusement park is located in Santa Claus, Indiana. The site provides details of park rides and attractions, park maps, and nearby accommodation.

Travel - Fast Movers (continued)

www.schlitterbahn.com

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

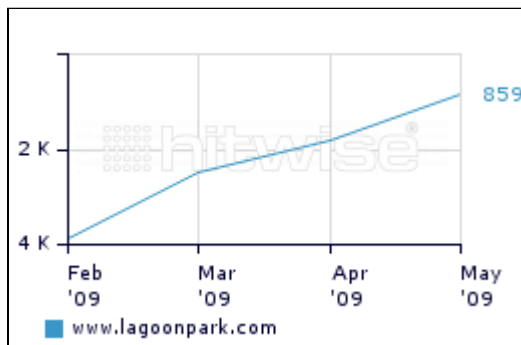


457 places

No description

Lagoon Park

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

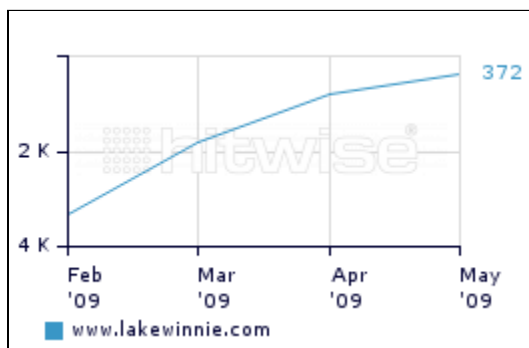


950 places

This site features information on theme park, Lagoon Park and its attractions.

Lake Winnepesaukah Amusement Park

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

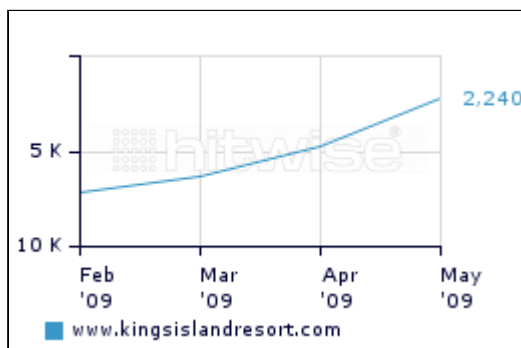


416 places

This website provides information about the Lake Winnepesaukah Amusement Park. Details include rides, specials, info and events, ticket prices, games and food.

www.kingsislandresort.com

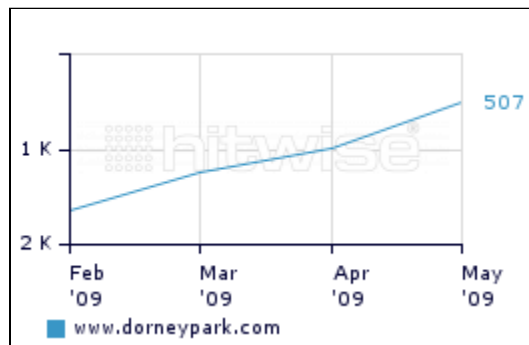
<http://www.kingsislandresort.com/>



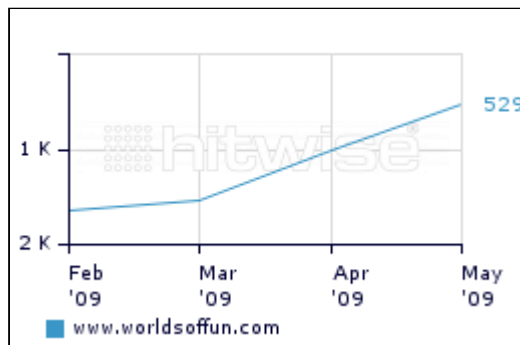
2,459 places

No description

Travel - Fast Movers (continued)

Dorney Park & Wildwater Kingdom
<http://www.dorneypark.com/>


486 places

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


472 places

This site features information on the theme park, Dorney Park & Wildwater Kingdom and its attractions and rides.

No description

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.