

# Hitwise Monthly Travel Category Report

Based on US Internet usage  
for the the month of October, 2006

## Travel - Website Ranks

The table below shows the Top 20 sites in the 'Travel' online industry for the month of October, 2006 based on visits.

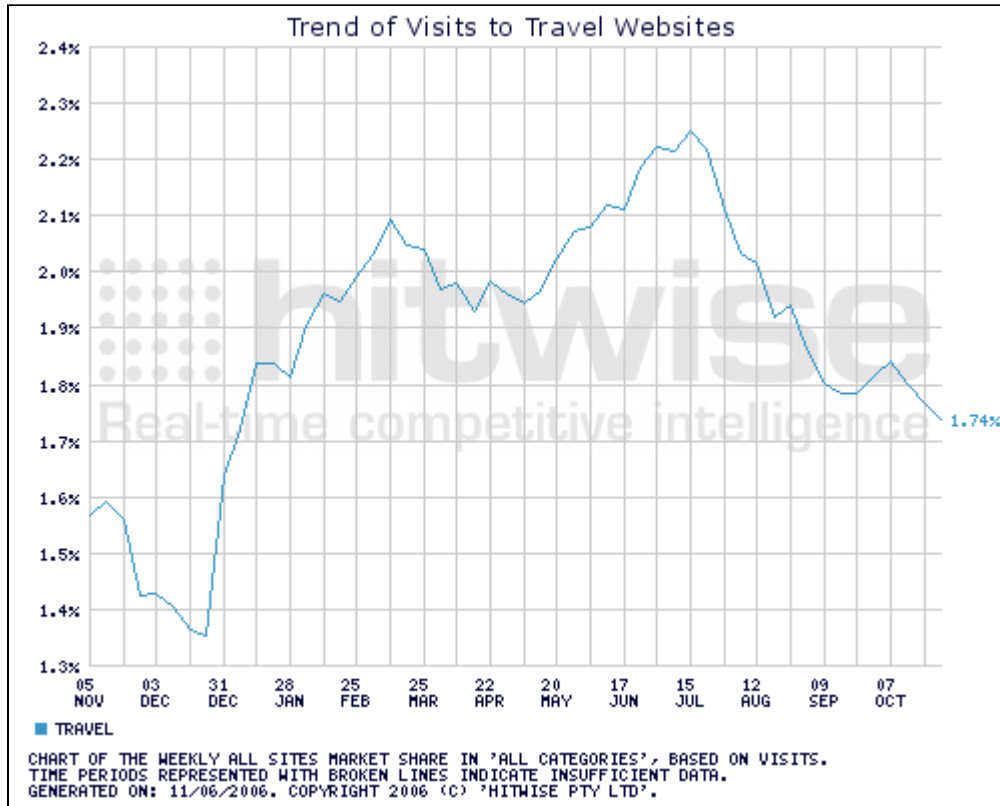
Rank	Website	Domain	Market Share	Sep '06	Aug '06	Jul '06
1.	MapQuest	www.mapquest.com	14.03%	1	1	1
2.	Yahoo! Maps	maps.yahoo.com	4.97%	2	3	3
3.	Expedia	www.expedia.com	4.93%	3	2	2
△ 4.	Southwest Airlines	www.southwest.com	2.78%	5	6	6
▽ 5.	Travelocity	www.travelocity.com	2.77%	4	5	5
6.	Orbitz	www.orbitz.com	2.75%	6	4	4
7.	Cheap Tickets	www.cheaptickets.com	2.74%	7	7	7
8.	Google Maps	maps.google.com	2.24%	8	8	8
△ 9.	Priceline.com	www.priceline.com	1.42%	10	10	9
▽ 10.	Yahoo! Travel	travel.yahoo.com	1.40%	9	9	10
11.	American Airlines	www.aa.com	1.30%	11	12	12
12.	Delta Air Lines	www.delta.com	1.12%	12	13	14
△ 13.	Local Live	local.live.com	1.00%	14	16	19
▽ 14.	Hotels.com	www.hotels.com	0.96%	13	11	11
△ 15.	Northwest Airlines	www.nwa.com	0.84%	16	18	21
▽ 16.	TripAdvisor	www.tripadvisor.com	0.83%	15	14	13
17.	United Airlines	www.united.com	0.77%	17	15	16
△ 18.	US Airways	www.usairways.com	0.76%	19	19	18
△ 19.	Hotwire	www.hotwire.com	0.76%	20	17	15
▽ 20.	JetBlue Airways	www.jetblue.com	0.70%	18	20	20

Note: DNR = Did Not Rank

Note: Market Share is the percentage of all traffic received by a particular online industry or website. Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel Category - Weekly Market Share of Visits Chart



Note: Market Share is the percentage of all traffic received by a particular online industry or website. Data based on sample of 10 million US Internet users.

Source: Hitwise

## Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **10/28/2006**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.95%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 289,924 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.95%	
2.	map quest	1.34%	
3.	maps	1.18%	
4.	mapquest.com	0.79%	
5.	driving directions	0.65%	
6.	southwest airlines	0.58%	
7.	travelocity	0.51%	
8.	expedia	0.49%	
9.	google earth	0.45%	
10.	orbitz	0.43%	
11.	map	0.39%	
12.	www.mapquest.com	0.38%	
13.	american airlines	0.35%	
14.	directions	0.34%	
15.	hotels	0.33%	
16.	airline tickets	0.30%	
17.	expedia.com	0.30%	
18.	yahoo maps	0.29%	
19.	cheap tickets	0.26%	
20.	united airlines	0.26%	
21.	amtrak	0.23%	
22.	travel	0.23%	
23.	delta airlines	0.22%	
24.	hotels.com	0.22%	
25.	continental airlines	0.21%	
26.	cheap airline tickets	0.21%	
27.	airlines	0.18%	
28.	southwest	0.17%	
29.	northwest airlines	0.16%	
30.	car rental	0.16%	

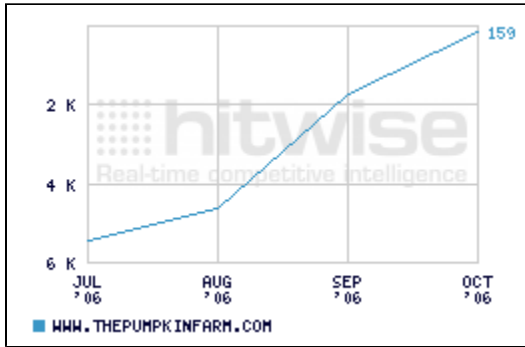
Note: Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel - Fast Movers

Fast Movers indicates local sites 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 October, 2006.

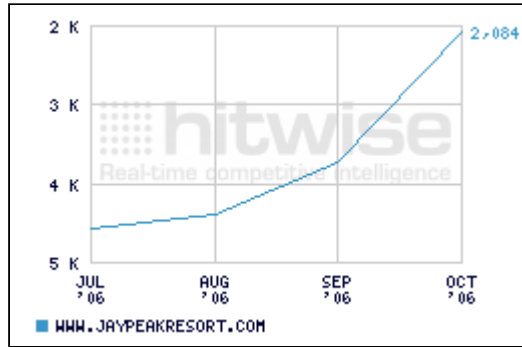
**Swan's Pumpkin Farm**  
<http://www.thepumpkinfarm.com/>



🏠 1,558 places

Swan's Pumpkin Farm is located in Wisconsin and provides educational tours for schools and families. The Swan's website provides information on Pumpkin Farm adventures, as well as contact details.

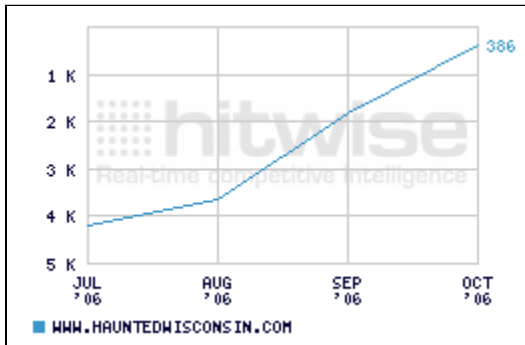
**Jay Peak Ski Resort**  
<http://www.jaypeakresort.com/>



🏠 1,654 places

This site features information on Jay Peak Ski Resort, Vermont and its facilities, activities and attractions.

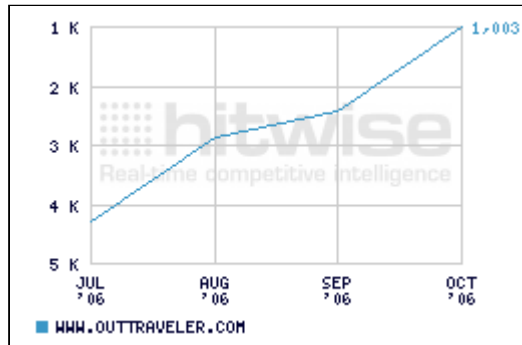
**Haunted Wisconsin**  
<http://www.hauntedwisconsin.com/>



🏠 1,456 places

Haunted Wisconsin features information on haunted attractions and Halloween events in Wisconsin.

**OutTraveler**  
<http://www.outtraveler.com/>



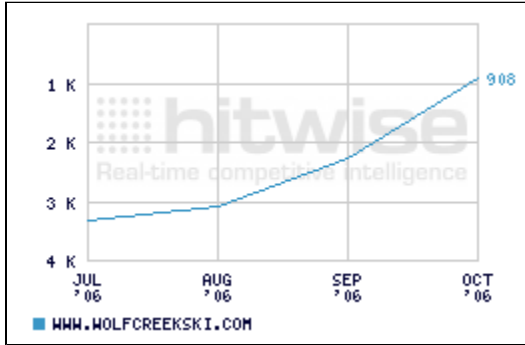
🏠 1,412 places

OutTraveler is a gay travel magazine. The site provides package details, destination info and subscription.

Travel - Fast Movers (continued)

**Wolf Creek Ski Area**

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

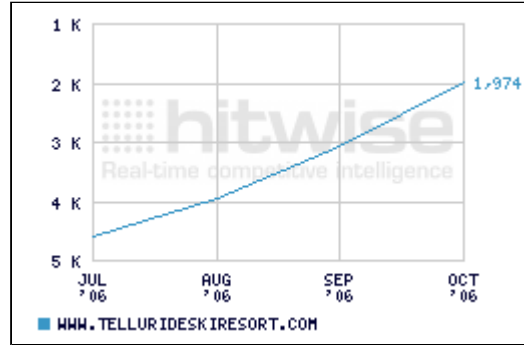


▲ 1,377 places

Wolf Creek Ski Area is a high alpine ski resort located in Colorado. Features of this site includes snow camera, price list, ski school, lodging and photos.

**Telluride Ski Resort**

<http://www.tellurideski resort.com/>

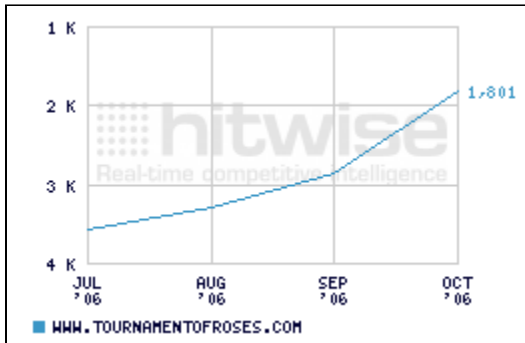


▲ 1,097 places

The Telluride Ski Resort offers skiing and golf in Colorado. Visitors to the site can view trail maps, snow report, photo gallery, lodging, activities and events.

**Pasadena Tournament of Roses**

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

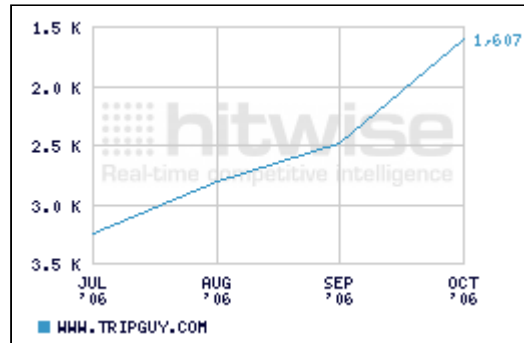


▲ 1,064 places

This website contains information for visitors and tourists attending the Pasadena Tournament of Roses. The website features a brief history of the tournament, information about the Rose Bowl and related details.

**TripGuy Travel**

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



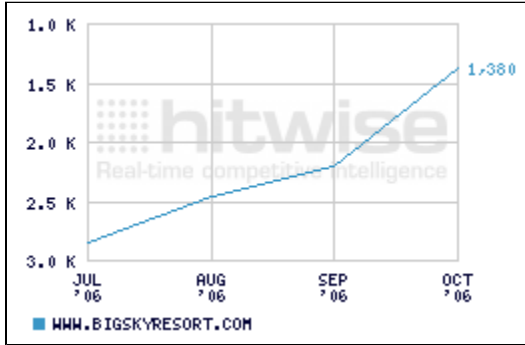
▲ 880 places

TripGuy Travel resells discount travel packages.

Travel - Fast Movers (continued)

**Big Sky Resort**

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

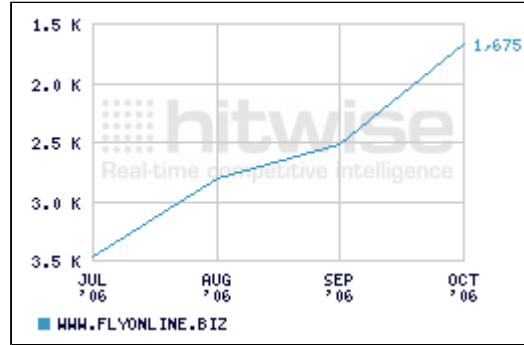


829 places

The homepage of Big Sky Resort contains information about accommodation, activities, conditions and related information about the Big Sky Resort, Montana.

**Flyonline.biz**

<http://www.flyonline.biz/>



834 places

This site provides a directory of sites providing airline ticket booking facilities.

Note: Data based on 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 Session Duration'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between sites.

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