

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Traffic Distribution Analysis

37.75% of all visits to the online 'Travel' industry went to the top 10 websites for the month of July, 2007. 47.30% went to the top 20 websites and 68.60% went to the top 100 websites.

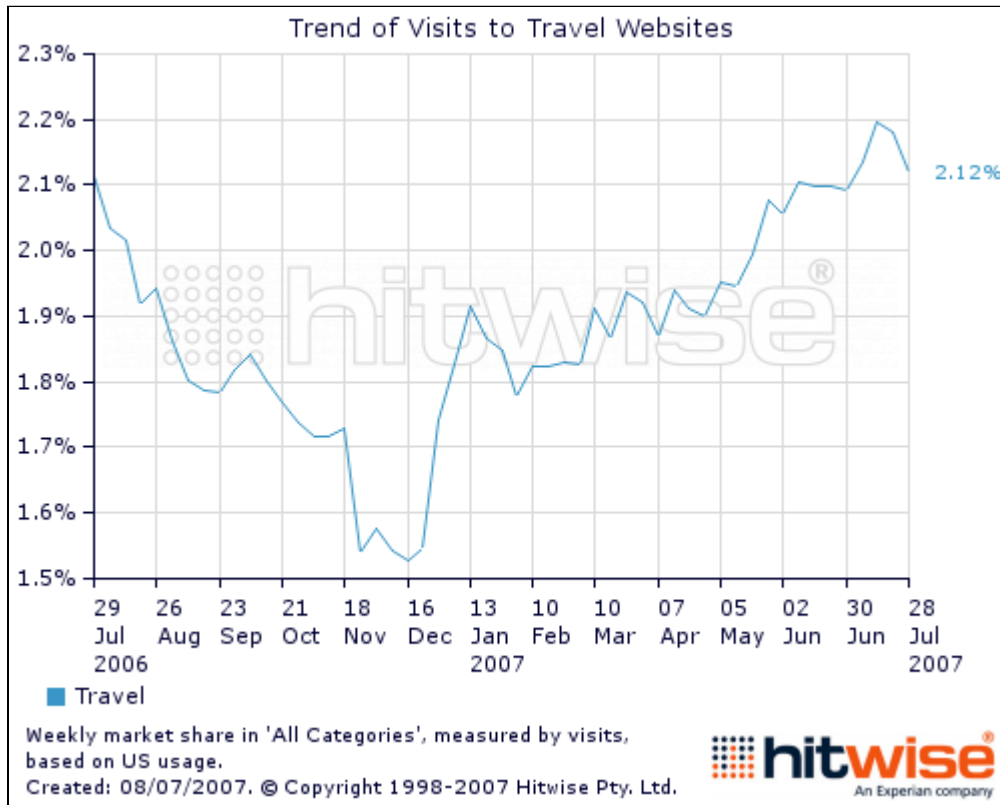
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 56 seconds for the month of July, 2007. This is a minimal increase from last months average visit duration of 8 minutes, 36 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 July, 2007 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since June, 2007.

Websites that entered the Top 100 were:

June, 2007 Rank	July, 2007 Rank	Website	Domain
103	69	Franceguide.com	www.franceguide.com
158	75	Paramount Parks Cedar Fair	www3.cedarfair.com
DNR	83	Map-Finder.net	www.map-finder.net
104	89	Hotels and Discounts	www.hotels-and-discounts.com
101	92	La Quinta Inns	www.lq.com
105	100	Starwood	www.starwoodhotels.com

Websites that have left the Top 100 were:

June, 2007 Rank	July, 2007 Rank	Website	Domain
61	104	Cheaptickets Cruises	cruises.cheaptickets.com
66	2,438	Away.com	www.away.com
80	108	Universal Studios Orlando Resort	www.universalorlando.com
91	103	Cedar Point	www.cedarpoint.com
95	107	BookAirlineTickets.com	www.bookairlinetickets.com
99	106	Thrifty Car Rental	www.thrifty.com

\* Note: DNR = Did Not Rank

Source: Hitwise

## Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of July, 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: 11,383

Category Contribution Percentage: 2.16%

Rank	Website	Domain	Market Share	Jun '07	May '07	Apr '07
1.	MapQuest	www.mapquest.com	13.35%	1	1	1
2.	Google Maps	maps.google.com	4.35%	2	2	3
3.	Yahoo! Maps	maps.yahoo.com	3.44%	3	3	2
4.	Expedia	www.expedia.com	3.43%	4	4	4
5.	Travelocity	www.travelocity.com	2.65%	5	7	7
6.	Southwest Airlines	www.southwest.com	2.63%	6	6	6
△	7. Orbitz	www.orbitz.com	2.46%	8	9	8
▽	8. Cheap Tickets	www.cheaptickets.com	2.37%	7	8	5
△	9. Yahoo! Travel	travel.yahoo.com	1.59%	10	10	10
▽	10. Priceline.com	www.priceline.com	1.46%	9	5	9
11.	Hotels.com	www.hotels.com	1.36%	11	12	14
△	12. TripAdvisor	www.tripadvisor.com	1.11%	17	16	15
▽	13. Local Live	local.live.com	1.09%	12	13	23
14.	Hotwire	www.hotwire.com	1.09%	14	14	13
▽	15. American Airlines	www.aa.com	1.08%	13	11	11
▽	16. Delta Air Lines	www.delta.com	1.03%	15	15	12
△	17. Kayak	www.kayak.com	0.80%	18	18	19
△	18. United Airlines	www.united.com	0.66%	20	21	16
△	19. JetBlue Airways	www.jetblue.com	0.66%	23	22	18
▽	20. US Airways	www.usairways.com	0.66%	19	20	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 **07/28/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.53%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 314,130 search terms.

Rank	Search Term	Volume
1.	mapquest	3.53%
2.	map quest	1.16%
3.	maps	0.80%
4.	mapquest.com	0.77%
5.	southwest airlines	0.57%
6.	driving directions	0.49%
7.	travelocity	0.48%
8.	expedia	0.44%
9.	orbitz	0.34%
10.	www.mapquest.com	0.33%
11.	american airlines	0.31%
12.	google earth	0.30%
13.	expedia.com	0.30%
14.	mapquest driving directions	0.28%
15.	amtrak	0.26%
16.	map	0.25%
17.	hotels.com	0.25%
18.	airline tickets	0.25%
19.	cheap tickets	0.24%
20.	google maps	0.23%
21.	cheap airline tickets	0.23%
22.	directions	0.23%
23.	delta airlines	0.23%
24.	hotels	0.22%
25.	united airlines	0.20%
26.	priceline	0.19%
27.	yahoo maps	0.18%
28.	continental airlines	0.17%
29.	cheap flights	0.17%
30.	car rental	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 31.26% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of July, 2007 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 8.66% more upstream traffic from search engines than the internet average of 22.60%. The 'Travel' online industry sent 1.15% less downstream traffic to search engines than the internet average of 9.38%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of July, 2007:

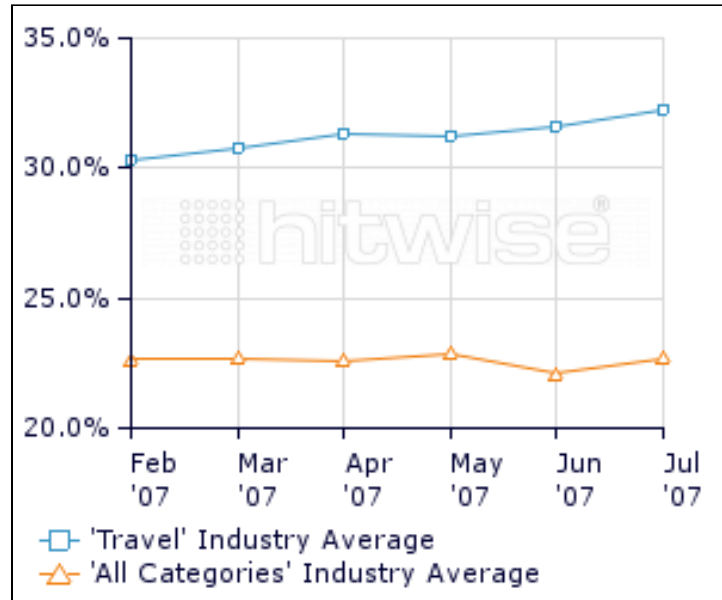
Rank	Website	Upstream Share
1.	Google	20.88%
2.	Yahoo! Search	5.81%
3.	MSN Search	2.52%
4.	Ask.com	0.66%
5.	Windows Live Search	0.42%
6.	My Web Search	0.41%
7.	AOL Search	0.30%
8.	Google Image Search	0.23%
9.	Dogpile	0.17%
10.	Blingo	0.05%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of July, 2007:

Rank	Website	Downstream Share
1.	Google	4.69%
2.	Yahoo! Search	1.26%
3.	MSN Search	0.45%
4.	Windows Live Search	0.44%
5.	Ask.com	0.22%
6.	AOL Search	0.21%
7.	My Web Search	0.16%
8.	Google Image Search	0.12%
9.	Yahoo! Image Search	0.07%
10.	Dogpile	0.05%

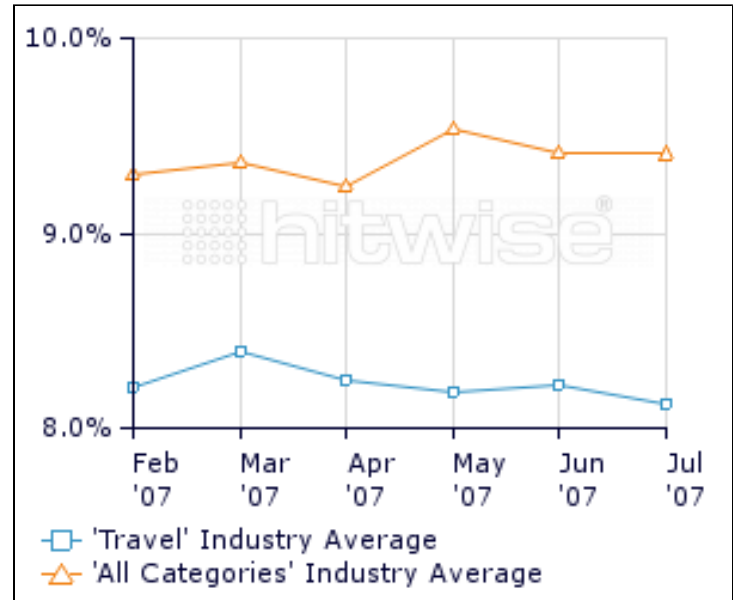
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 31.26% for the 6 months ending July, 2007



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.23% for the 6 months ending July, 2007

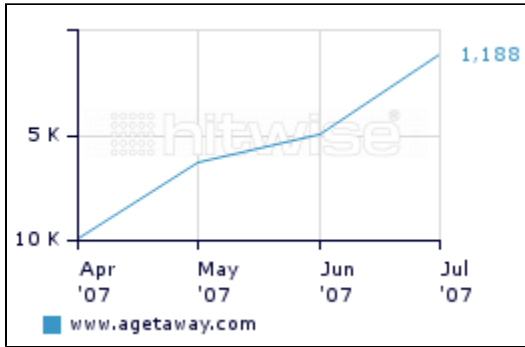


Travel - Fast Movers

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 July, 2007.

**AGetaway.com**

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

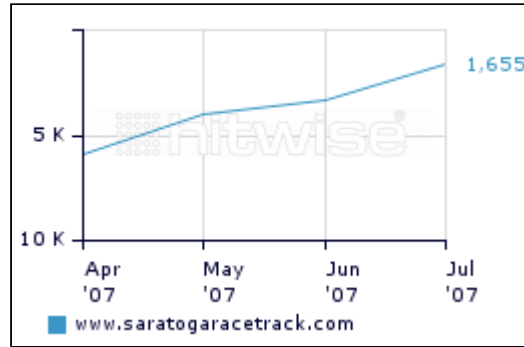


🏠 3,714 places

As a means of booking travel and accommodation online, this website provides information about flights, car hire, accommodation, and special packages.

**Saratoga Racetrack**

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

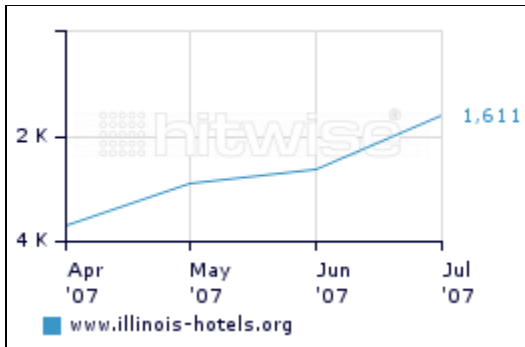


🏠 1,667 places

This website provides an unofficial guide to the Saratoga race track. Details include horse racing, accommodation, dining and contacts.

**The Official Illinois Hotel Site**

<http://www.illinois-hotels.org/>

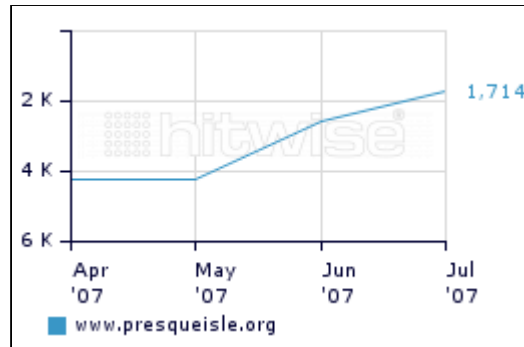


🏠 1,003 places

The Official Illinois Hotel Site features information regarding Illinois cities, hotel deals, and reservation.

**Presque Isle State Park**

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

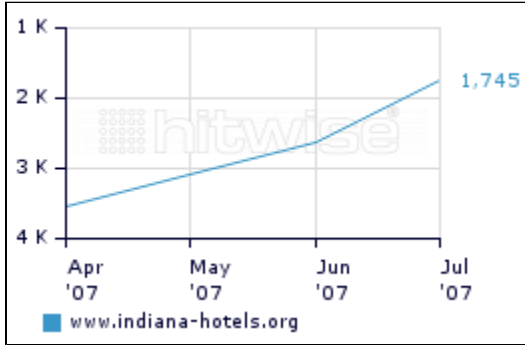


🏠 882 places

This website provides general park information. Details include events, activities including hiking, swimming, boating, picnicking, and birdwatching, history and park map.

Travel - Fast Movers (continued)

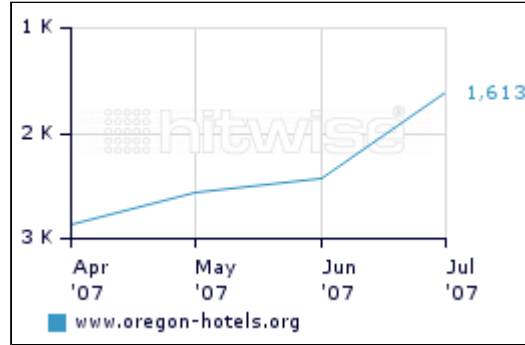
**The Official Indiana Hotel Site**  
<http://www.indiana-hotels.org/>



⚖ 868 places

The Official Indiana Hotel Site features information regarding Indiana cities, hotel deals, and reservation.

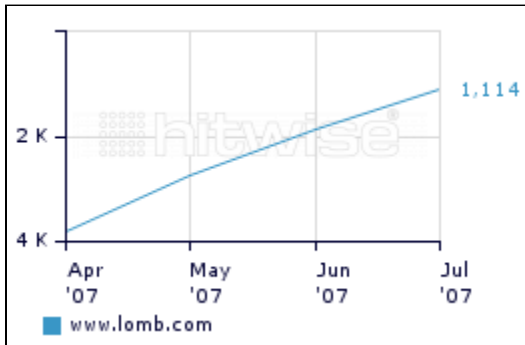
**The Official Oregon Hotel Site**  
<http://www.oregon-hotels.org/>



⚖ 806 places

The Official Oregon Hotel Site features information regarding Oregon cities, hotel deals, and reservation.

**Land of Make Believe**  
<http://www.lomb.com/>



⚖ 759 places

Land of Make Believe is a New Jersey family water & amusement park. The site provides general info about it, directories and guide, and photo albums.

**The Official Wisconsin Hotel Site**  
<http://www.wisconsin-hotels.org/>



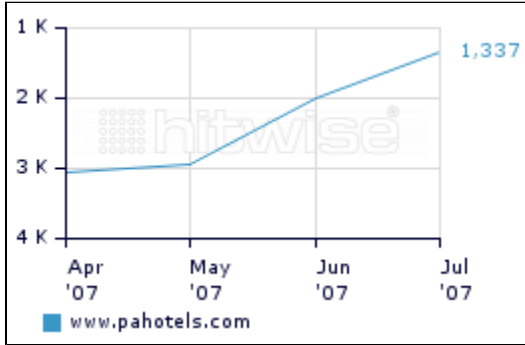
⚖ 658 places

The Official Wisconsin Hotel Site features information regarding Wisconsin cities, hotel deals, and reservation.



Travel - Fast Movers (continued)

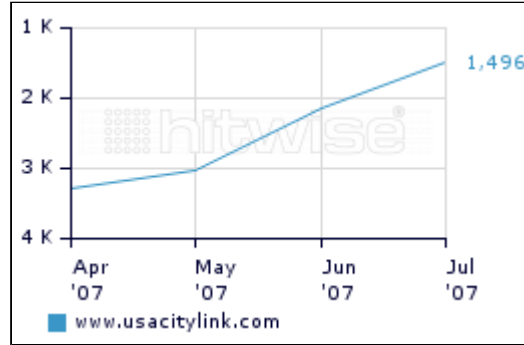
**Pennsylvania Hotels**  
<http://www.pahotels.com/>



⚡ 652 places

Pennsylvania Hotels provides information about hotels in Washington. Users can search and view hotel facilities.

**USA CityLink**  
<http://www.usacitylink.com/>



⚡ 654 places

The USA CityLink Project is a city's interface to the world. It contains a comprehensive listing of U.S. States and cities offering information on travel, tourism and relocation.

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 Session Duration'. 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](http://www.hitwise.com).