

Hitwise Monthly Travel Category Report

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

Travel - Website Ranks

The table below shows the Top 20 sites in the 'Travel' online industry for the month of January, 2007 based on visits.

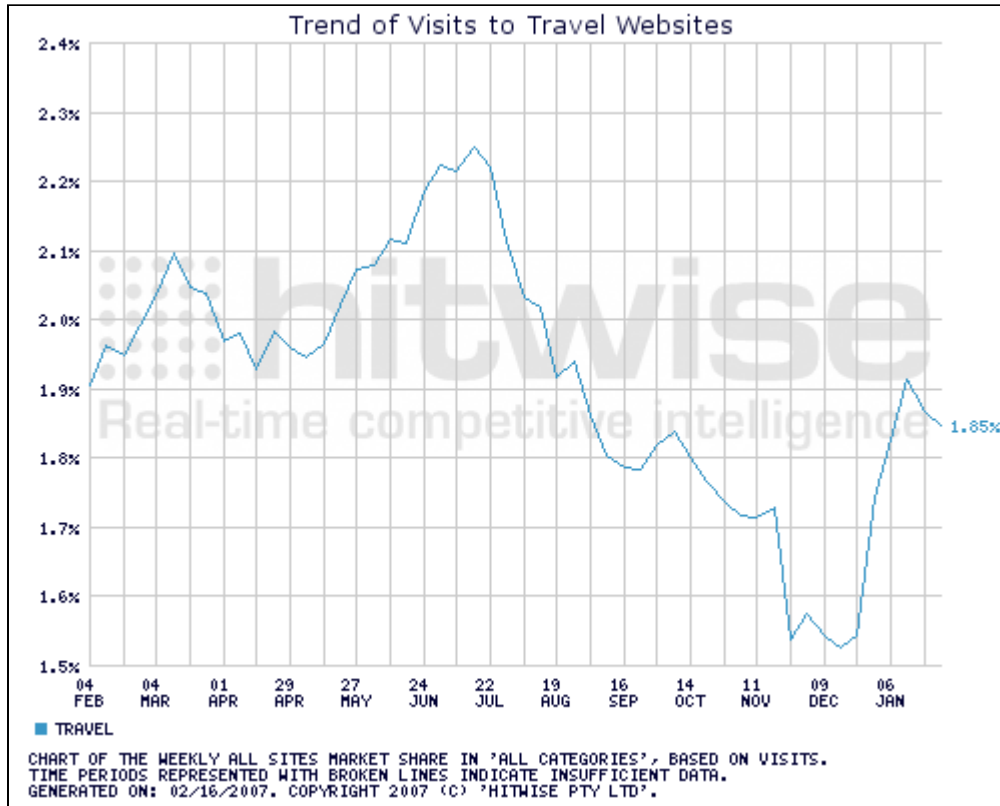
Rank	Website	Domain	Market Share	Dec '06	Nov '06	Oct '06
1.	MapQuest	www.mapquest.com	11.94%	1	1	1
△ 2.	Expedia	www.expedia.com	4.62%	3	3	3
▽ 3.	Yahoo! Maps	maps.yahoo.com	4.04%	2	2	2
△ 4.	Travelocity	www.travelocity.com	2.92%	6	5	5
▽ 5.	Southwest Airlines	www.southwest.com	2.87%	4	4	4
▽ 6.	Orbitz	www.orbitz.com	2.76%	5	6	6
7.	Cheap Tickets	www.cheaptickets.com	2.60%	7	7	7
8.	Google Maps	maps.google.com	2.02%	8	8	8
△ 9.	Yahoo! Travel	travel.yahoo.com	1.30%	10	10	10
▽ 10.	American Airlines	www.aa.com	1.28%	9	9	11
△ 11.	Priceline.com	www.priceline.com	1.14%	12	11	9
▽ 12.	Delta Air Lines	www.delta.com	1.12%	11	12	12
△ 13.	TripAdvisor	www.tripadvisor.com	1.03%	18	19	16
△ 14.	Hotwire	www.hotwire.com	0.95%	24	24	19
△ 15.	Hotels.com	www.hotels.com	0.92%	17	18	14
▽ 16.	United Airlines	www.united.com	0.84%	13	14	17
△ 17.	JetBlue Airways	www.jetblue.com	0.81%	21	20	20
△ 18.	AirTran Airways	www.airtran.com	0.78%	20	22	21
▽ 19.	Northwest Airlines	www.nwa.com	0.77%	15	15	15
▽ 20.	US Airways	www.usairways.com	0.75%	16	16	18

Note: DNR = Did Not Rank

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

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

Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **01/27/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.30%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 233,509 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.30%	
2.	map quest	1.13%	
3.	maps	0.93%	
4.	mapquest.com	0.66%	
5.	southwest airlines	0.63%	
6.	travelocity	0.60%	
7.	driving directions	0.53%	
8.	expedia	0.51%	
9.	orbitz	0.44%	
10.	google earth	0.41%	
11.	airline tickets	0.37%	
12.	american airlines	0.35%	
13.	expedia.com	0.30%	
14.	cheap tickets	0.30%	
15.	map	0.30%	
16.	www.mapquest.com	0.29%	
17.	hotels	0.26%	
18.	united airlines	0.26%	
19.	directions	0.25%	
20.	delta airlines	0.24%	
21.	travel	0.23%	
22.	continental airlines	0.22%	
23.	amtrak	0.22%	
24.	cheap airline tickets	0.21%	
25.	yahoo maps	0.20%	
26.	hotels.com	0.20%	
27.	southwest	0.19%	
28.	airlines	0.19%	
29.	cruises	0.18%	
30.	northwest airlines	0.18%	

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

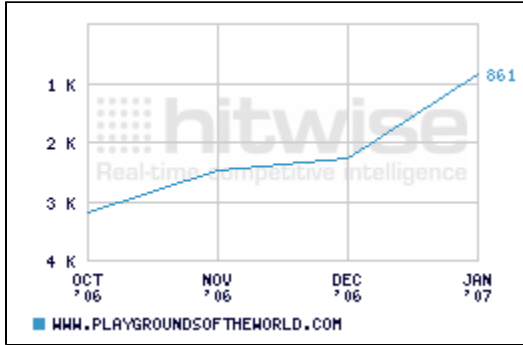
Source: Hitwise

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 January, 2007.

Playgrounds Of The World

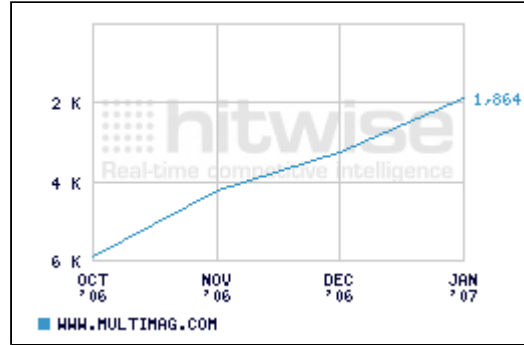
<http://www.playgroundsoftheworld.com/>



▲ 1,400 places

MultMag Michigan

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



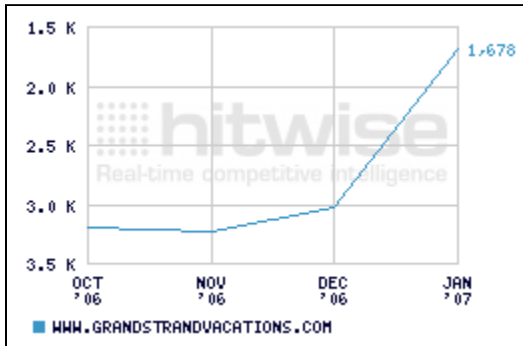
▲ 1,382 places

Playgrounds Of The World is an online travel agency providing travel specials to all corners of the world.

MultMag Michigan is a comprehensive index of information about Michigan.

Grand Strand Vacations

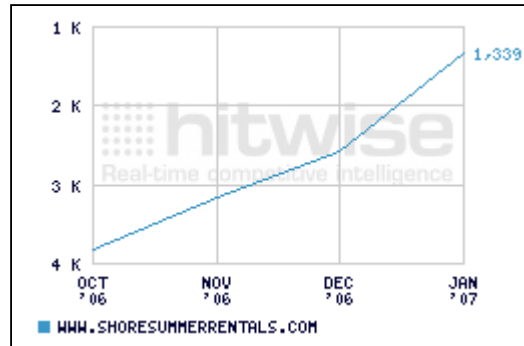
<http://www.grandstrandvacations.com/>



▲ 1,351 places

Shore Summer Rentals

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



▲ 1,229 places

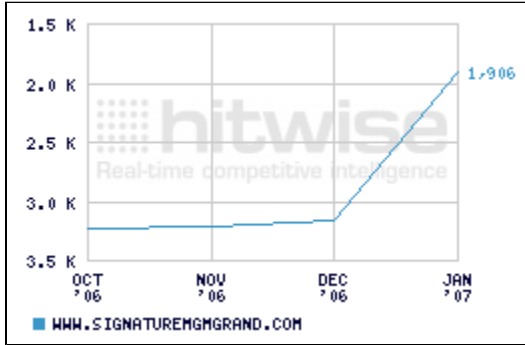
Grand Strand Vacations provides North Myrtle Beach vacation rentals.

This website provides information about holiday rentals in Belmar, Bradley Beach, LBI, Long Beach Island, Lavallette.

Travel - Fast Movers (continued)

Signature MGM Grand

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

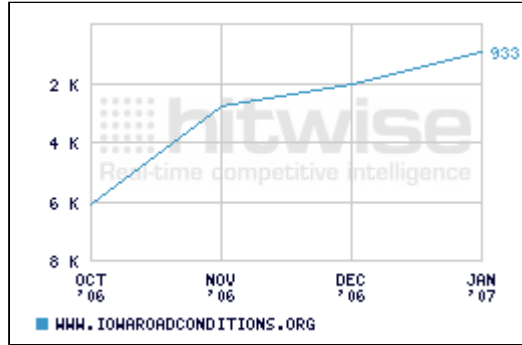


🏠 1,252 places

The Signature MGM Grand is a luxury hotel based in Las Vegas. The site provides details about it and online reservation.

Iowa Road Conditions

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

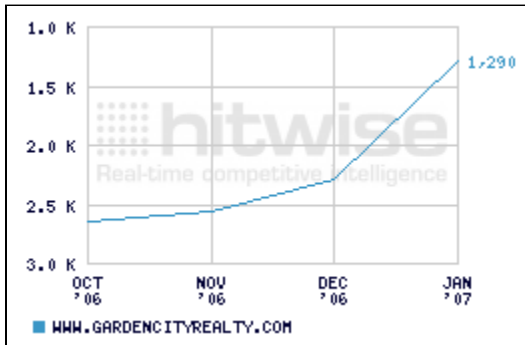


🏠 1,117 places

This website contains an information portal for users of the Iowa Highway system. The website features maps that are updated daily.

Garden City Realty

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

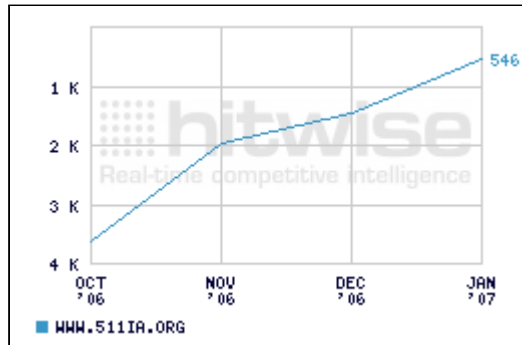


🏠 999 places

Garden City Realty provides vacation rentals and real estate services for Garden City Beach, South Carolina.

Iowa DOT Travel Information Service

<http://www.511ia.org/>

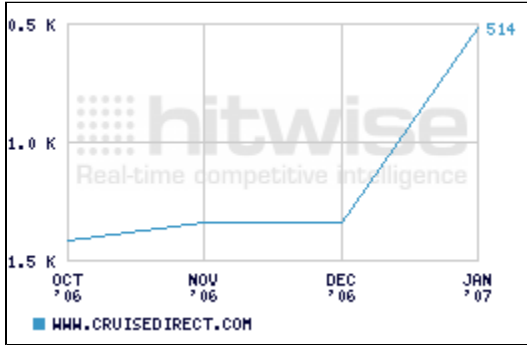


🏠 927 places

Iowa DOT Travel Information Service provides users with information on roads, congestion and repair work the State of Iowa's roads.

Travel - Fast Movers (continued)

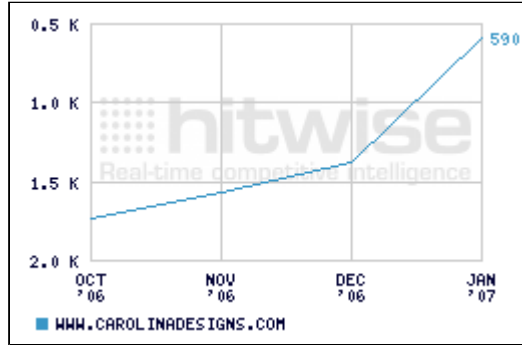
Cruise Direct
<http://www.cruisedirect.com/>



829 places

Cruise Direct allows users to search and book cruise holidays online.

Carolina Designs Realty
<http://www.carolindesigns.com/>



791 places

Carolina Designs Realty provides real estate services and information on Outer Banks North Carolina vacation home rentals and sales.

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 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.