

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of February, 2008

Traffic Distribution Analysis

36.19% of all visits to the online 'Travel' industry went to the top 10 websites for the month of February, 2008. 45.62% went to the top 20 websites and 66.81% went to the top 100 websites.

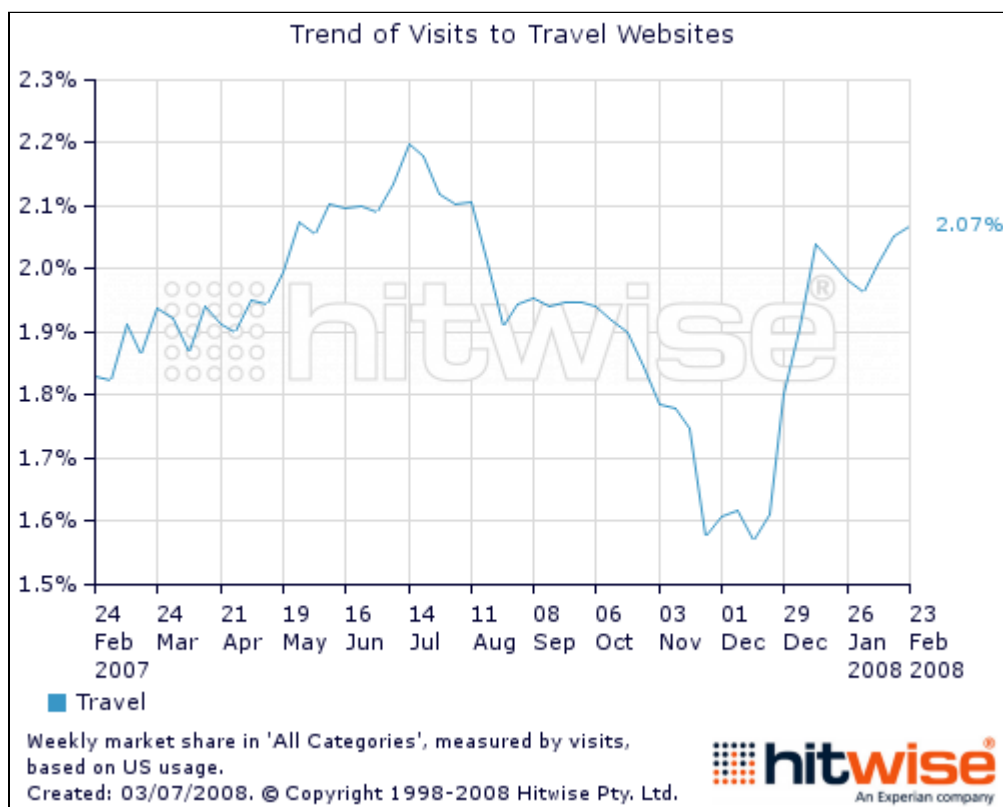
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 44 seconds for the month of February, 2008. This is a minimal decrease from last months average visit duration of 9 minutes, 48 seconds.

Source: Hitwise

Travel Category - Weekly Market Share of Visits Chart



Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Travel' industry for the month of February, 2008 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since January, 2008.

Websites that entered the Top 100 were:

January, 2008 Rank	February, 2008 Rank	Website	Domain
376	57	Bharat Visit	www.bharatvisit.com
206	75	TopTourPlace.com	www.toptourplace.com
151	80	Escapewizard.com	www.escapewizard.com
124	84	Universal Studios Orlando Resort	www.universalorlando.com
102	87	La Quinta Inns	www.lq.com
122	89	OpenList.com	www.openlist.com
117	90	Motel 6	www.motel6.com
110	93	Frommer's Travel Guides	www.frommers.com
130	99	Super 8 Motels	www.super8.com
101	100	YTB.com	www.ytb.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

January, 2008 Rank	February, 2008 Rank	Website	Domain
61	152	Shermans Travel - QuickSearch	quicksearch.shermanstravel.com
70	126	Cheap Air, Inc	www.cheapair.com
77	112	Midwest Airlines	www.midwestairlines.com
81	104	Norwegian Cruise Line	www.ncl.com
87	150	Franceguide.com	www.franceguide.com
89	105	TravelNow.com	www.travelnow.com
92	106	Ask Business Search	city.ask.com
97	101	Virtually There	www.virtuallythere.com
99	179	Travel Ticker by Hotwire	www.hotwire.com/travelticker
100	116	Cruises Only	www.cruisesonly.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 February, 2008 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: 10,623

Category Contribution Percentage: 2.04%

Rank	Website	Domain	Market Share	Jan '08	Dec '07	Nov '07
1.	MapQuest	www.mapquest.com	12.31%	1	1	1
2.	Google Maps	maps.google.com	5.53%	2	2	2
3.	Expedia	www.expedia.com	3.50%	3	5	4
4.	Yahoo! Maps	maps.yahoo.com	3.03%	4	3	3
5.	Southwest Airlines	www.southwest.com	2.92%	5	4	5
6.	Travelocity	www.travelocity.com	2.64%	6	6	6
7.	Orbitz	www.orbitz.com	1.95%	7	7	7
8.	Priceline.com	www.priceline.com	1.53%	8	9	11
△ 9.	Yahoo! Travel	travel.yahoo.com	1.39%	10	11	10
▽ 10.	Cheap Tickets	www.cheaptickets.com	1.38%	9	8	8
△ 11.	Hotwire	www.hotwire.com	1.17%	14	17	15
▽ 12.	American Airlines	www.aa.com	1.15%	11	10	9
▽ 13.	TripAdvisor	www.tripadvisor.com	1.10%	12	15	13
▽ 14.	Delta Air Lines	www.delta.com	1.06%	13	12	12
△ 15.	Kayak	www.kayak.com	0.92%	16	19	17
△ 16.	Hotels.com	www.hotels.com	0.88%	20	24	21
17.	Local Live	local.live.com	0.88%	17	13	14
18.	JetBlue Airways	www.jetblue.com	0.77%	18	18	20
19.	Northwest Airlines	www.nwa.com	0.75%	19	14	16
△ 20.	AirTran Airways	www.airtran.com	0.74%	22	25	23

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 **02/23/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.32%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 211,529 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.32%	
2.	map quest	1.20%	
3.	maps	0.75%	
4.	mapquest.com	0.66%	
5.	southwest airlines	0.63%	
6.	expedia	0.51%	
7.	google earth	0.51%	
8.	travelocity	0.51%	
9.	driving directions	0.43%	
10.	orbitz	0.33%	
11.	american airlines	0.32%	
12.	mapquest driving directions	0.32%	
13.	expedia.com	0.31%	
14.	google maps	0.31%	
15.	www.mapquest.com	0.28%	
16.	cheap flights	0.24%	
17.	cheap tickets	0.23%	
18.	delta airlines	0.23%	
19.	cheap airline tickets	0.23%	
20.	united airlines	0.22%	
21.	airline tickets	0.22%	
22.	amtrak	0.22%	
23.	continental airlines	0.21%	
24.	priceline	0.20%	
25.	map	0.20%	
26.	directions	0.19%	
27.	yahoo maps	0.19%	
28.	hotwire.com	0.19%	
29.	priceline.com	0.19%	
30.	travelocity.com	0.17%	

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 32.79% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 7.78% more upstream traffic from search engines than the internet average of 25.01%. The 'Travel' online industry sent 1.70% less downstream traffic to search engines than the internet average of 9.83%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of February, 2008:

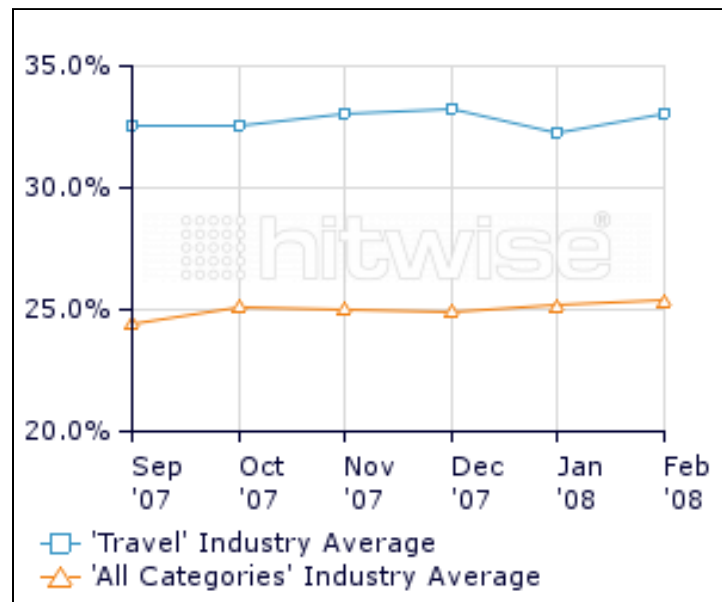
Rank	Website	Upstream Share
1.	Google	22.24%
2.	Yahoo! Search	5.47%
3.	MSN Search	1.94%
4.	Ask.com	0.82%
5.	Windows Live Search	0.60%
6.	Google Image Search	0.32%
7.	My Web Search	0.32%
8.	AOL Search	0.23%
9.	Dogpile	0.16%
10.	Blingo	0.07%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of February, 2008:

Rank	Website	Downstream Share
1.	Google	4.90%
2.	Yahoo! Search	1.15%
3.	MSN Search	0.30%
4.	Ask.com	0.28%
5.	Windows Live Search	0.23%
6.	Google Image Search	0.21%
7.	AOL Search	0.17%
8.	My Web Search	0.12%
9.	Yahoo! Image Search	0.05%
10.	Dogpile	0.05%

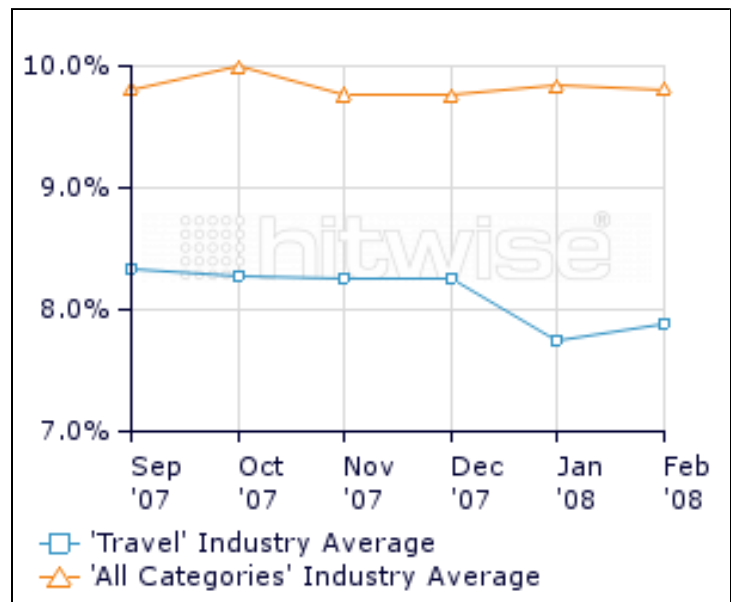
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 32.79% for the 6 months ending February, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.13% for the 6 months ending February, 2008

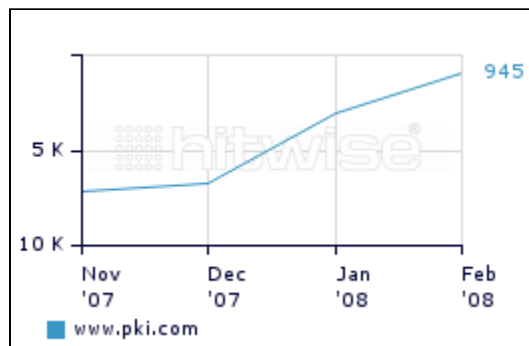


Travel - Fast Movers

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, 2008.

Paramount's King's Island

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

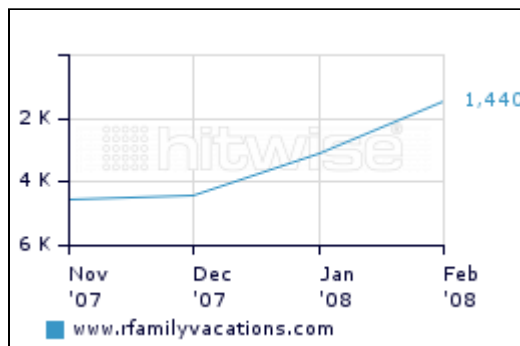


△ 2,124 places

Promotion for Paramount Studios' theme parks.

R Family Vacations

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



△ 1,670 places

R Family Vacations offers gay and lesbian family-friendly vacations. Includes description of services, resources, registration form, organization profile.

The Official Alabama Hotel Site

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

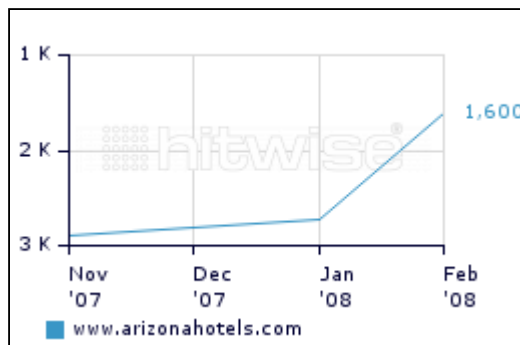


△ 1,856 places

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

Arizona Hotels

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

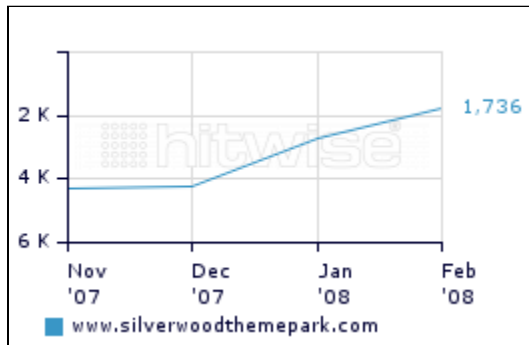


△ 1,115 places

The Arizona Hotels website offers reservation facilities for hotels in Arizona, as well as guide for attractions.

Travel - Fast Movers (continued)

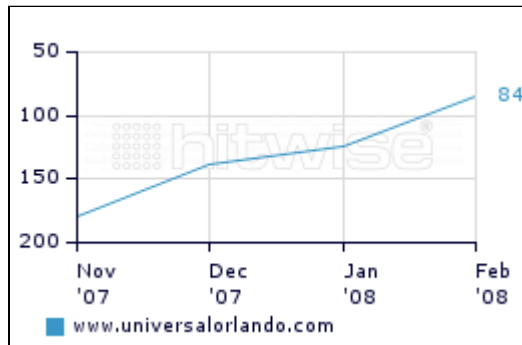
www.silverwoodthemepark.com
<http://www.silverwoodthemepark.com/>



△ 993 places

No description

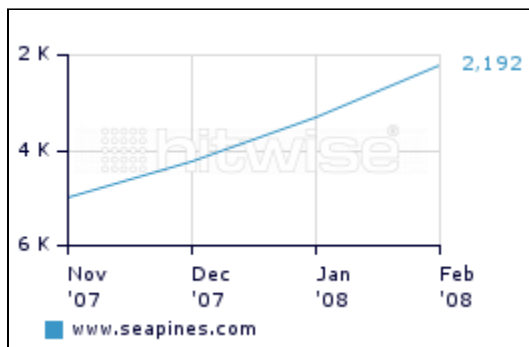
Universal Studios Orlando Resort
<http://www.universalorlando.com/>



△ 40 places

A guide to Universal Studios Orlando and Islands of Adventure for tickets, park hours, nightlife, on site hotels, attractions, entertainment, promotions and vacation packages.

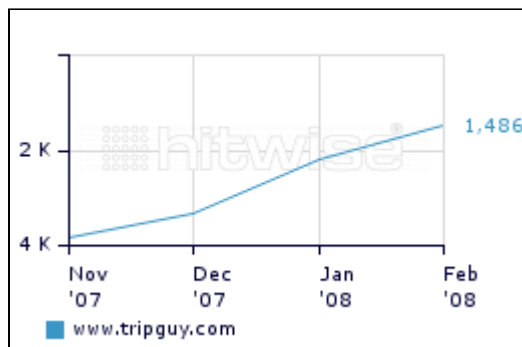
www.seapines.com
<http://www.seapines.com/>



△ 1,117 places

No description

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

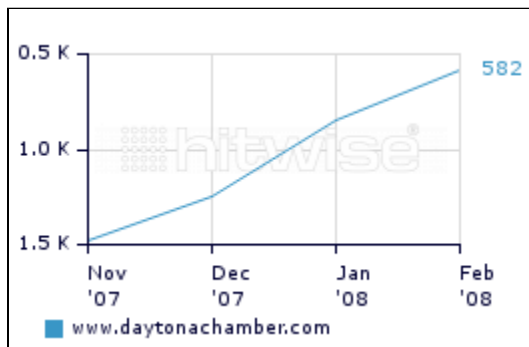


△ 687 places

TripGuy Travel resells discount travel packages.

Travel - Fast Movers (continued)

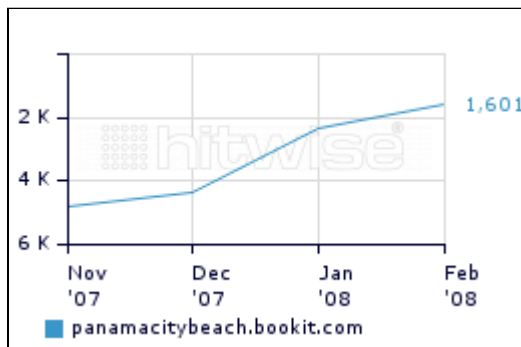
www.daytonachamber.com
<http://www.daytonachamber.com/>



⚡ 262 places

No description

Panamacitybeach.bookit.com
<http://panamacitybeach.bookit.com/>



⚡ 719 places

This section of the bookit website provides comprehensive information about holidaying in the Panama City. Other features include, attractions, accommodation and transport information

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.