

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

Hitwise Monthly Category Report - Travel

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Traffic Distribution Analysis

38.71% of all visits to the online 'Travel' industry went to the top 10 websites for the month of August, 2008. 47.51% went to the top 20 websites and 68.09% went to the top 100 websites.

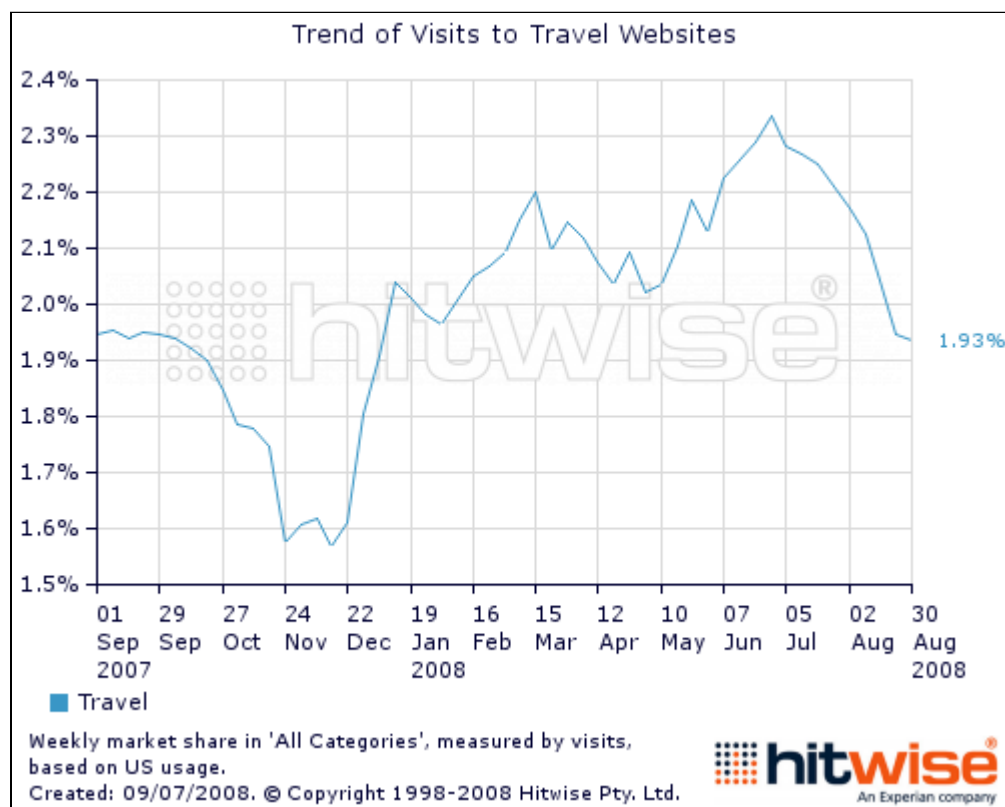
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 9 minutes, 9 seconds for the month of August, 2008. This is a minimal decrease from last months average visit duration of 9 minutes, 15 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 August, 2008 based on visits was 9.0%, which means that 9 websites in this industry's Top 100 rankings have changed since July, 2008.

Websites that entered the Top 100 were:

July, 2008 Rank	August, 2008 Rank	Website	Domain
102	61	Where Are You Now (WAYN)	www.whereareyounow.com
103	84	Norwegian Cruise Line	www.ncl.com
109	85	Burlington Northern Santa Fe Railway	www.bnsf.com
123	89	Cheap Air, Inc	www.cheapair.com
104	90	Metropolitan Transportation Authority - State of New York	www.mta.info
107	92	Disneyland Resort	disneyland.disney.go.com
110	95	AAA South	www.aaasouth.com
114	96	MGM Mirage - Reservations	reservations.mgmmirage.com
115	99	Discover Our Town	www.discoverourtown.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

July, 2008 Rank	August, 2008 Rank	Website	Domain
69	131	Universal Studios Orlando Resort	www.universalorlando.com
88	107	OpenList.com	www.openlist.com
89	109	Smart Fares	www.smartfares.com
90	179	Holiday 2 Chennai	www.holiday2chennai.com
91	110	OneTime	www.onetime.com
92	101	Travelation	www.travelation.com
94	185	Weekend Getaways	www.weekendgateways.biz
98	102	Smarter Travel	www.smartertravel.com
100	213	Cultural India	www.cultural-india.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 August, 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: 11,885

Category Contribution Percentage: 2.02%

Rank	Website	Domain	Market Share	Jul '08	Jun '08	May '08
1.	MapQuest	www.mapquest.com	12.85%	1	1	1
2.	Google Maps	maps.google.com	8.89%	2	2	2
3.	Expedia	www.expedia.com	3.24%	3	3	4
4.	Yahoo! Maps	maps.yahoo.com	3.12%	4	4	3
5.	Southwest Airlines	www.southwest.com	2.51%	5	5	5
6.	Travelocity	www.travelocity.com	2.17%	6	6	6
7.	Orbitz	www.orbitz.com	1.82%	7	7	7
8.	Priceline.com	www.priceline.com	1.52%	8	8	8
9.	Yahoo! Travel	travel.yahoo.com	1.41%	9	9	9
10.	Cheap Tickets	www.cheaptickets.com	1.19%	10	10	10
11.	TripAdvisor	www.tripadvisor.com	1.10%	11	11	13
△	American Airlines	www.aa.com	1.02%	14	13	12
△	Delta Air Lines	www.delta.com	0.99%	15	14	14
▽	Hotels.com	www.hotels.com	0.92%	13	15	16
▽	Hotwire	www.hotwire.com	0.89%	12	12	11
△	Local Live	local.live.com	0.84%	18	18	18
▽	Kayak	www.kayak.com	0.83%	16	16	15
▽	VacationsToGo.com	www.vacationstogo.com	0.80%	17	20	26
	InterContinental Hotels Group	www.ichotelsgroup.com	0.71%	19	19	21
△	United Airlines	www.united.com	0.69%	25	23	19

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 **08/30/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.89%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 285,694 search terms.

Rank	Search Term	Volume	
1.	mapquest	3.89%	
2.	map quest	1.25%	
3.	maps	0.85%	
4.	mapquest.com	0.61%	
5.	southwest airlines	0.57%	
6.	google maps	0.56%	
7.	mapquest driving directions	0.54%	
8.	expedia	0.49%	
9.	travelocity	0.47%	
10.	driving directions	0.46%	
11.	google earth	0.41%	
12.	orbitz	0.31%	
13.	american airlines	0.31%	
14.	amtrak	0.30%	
15.	www.mapquest.com	0.26%	
16.	united airlines	0.26%	
17.	yahoo maps	0.23%	
18.	expedia.com	0.22%	
19.	directions	0.22%	
20.	priceline	0.21%	
21.	continental airlines	0.21%	
22.	map	0.21%	
23.	delta airlines	0.19%	
24.	hotels.com	0.18%	
25.	cheap tickets	0.18%	
26.	us airways	0.17%	
27.	priceline.com	0.16%	
28.	aaa	0.15%	
29.	northwest airlines	0.14%	
30.	greyhound	0.14%	

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 34.46% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of August, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 9.53% more upstream traffic from search engines than the internet average of 24.94%. The 'Travel' online industry sent 1.54% less downstream traffic to search engines than the internet average of 9.64%.

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

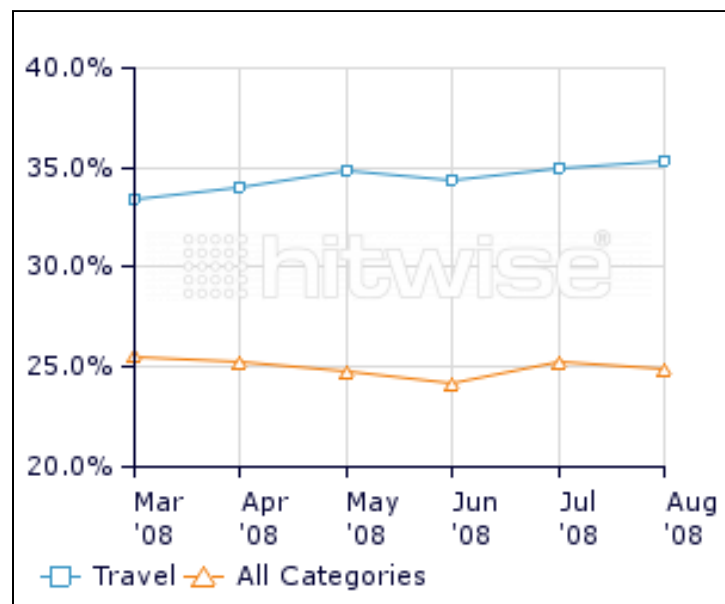
Rank	Website	Upstream Share
1.	Google	25.97%
2.	Yahoo! Search	5.13%
3.	MSN Search	1.57%
4.	Ask.com	0.70%
5.	Google Image Search	0.27%
6.	Windows Live Search	0.24%
7.	AOL Search	0.21%
8.	My Web Search	0.20%
9.	Dogpile	0.14%
10.	Aim Search	0.05%

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

Rank	Website	Downstream Share
1.	Google	5.28%
2.	Yahoo! Search	0.99%
3.	Ask.com	0.28%
4.	MSN Search	0.26%
5.	Google Image Search	0.24%
6.	AOL Search	0.18%
7.	Windows Live Search	0.11%
8.	My Web Search	0.08%
9.	WebCrawler	0.05%
10.	Dogpile	0.04%

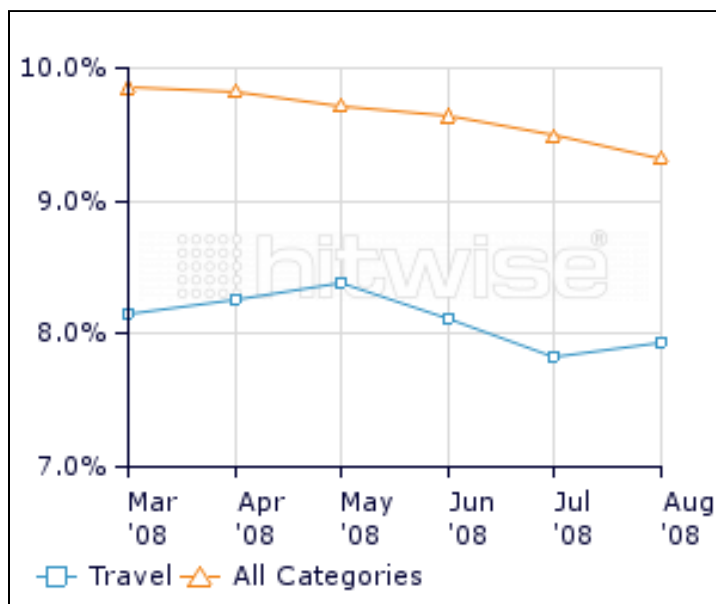
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 34.46% for the 6 months ending August, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.11% for the 6 months ending August, 2008

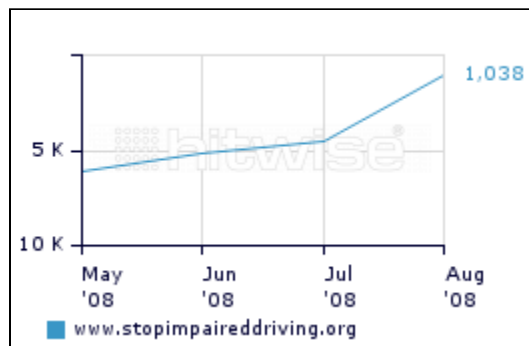


Travel - Fast Movers

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 August, 2008.

Stop Impaired Driving

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

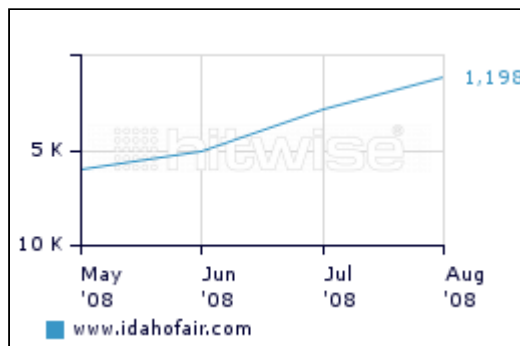


△ 3,474 places

Stop Impaired Driving is a campaign from the National Highway Traffic Safety Administration to help stop drink driving.

Expo Idaho

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

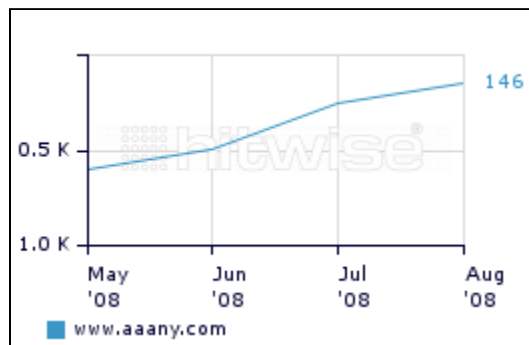


△ 1,589 places

Expo Idaho provides information about the Western Idaho Fair. Details include shows and events, facilities, maps, employment and contacts.

Automobile Club of New York

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

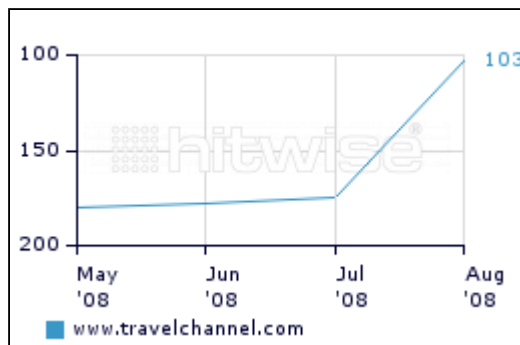


△ 111 places

This site provides information on services and savings available to Automobile Club of New York members. It also features travel information.

Travel Channel

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



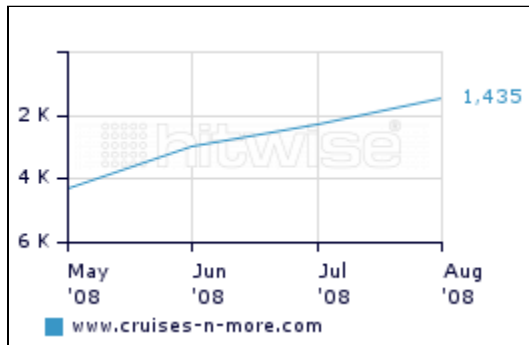
△ 72 places

Travel Channel is a television network devoted to travel. Site includes travel guides, show details, travel ideas and videos.

Travel - Fast Movers (continued)

Cruises-N-More

<http://www.cruises-n-more.com/>

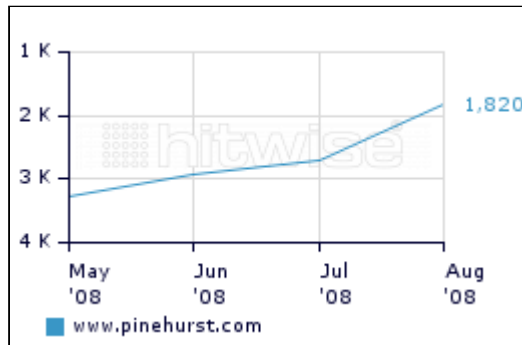


⚖ 866 places

The website of Cruises-N-More features information on vacation packages, fares, cruise calendar, news, and more.

Pinehurst Resort

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

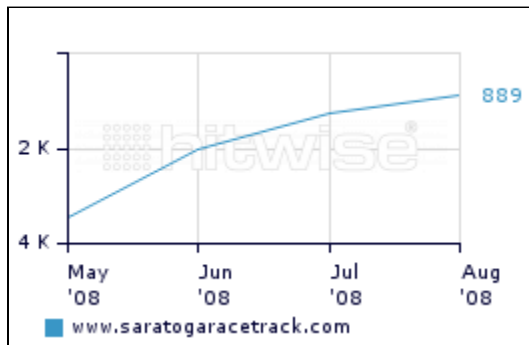


⚖ 885 places

Pinehurst Resort is a golf and spa resort located in North Carolina.

Saratoga Racetrack

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

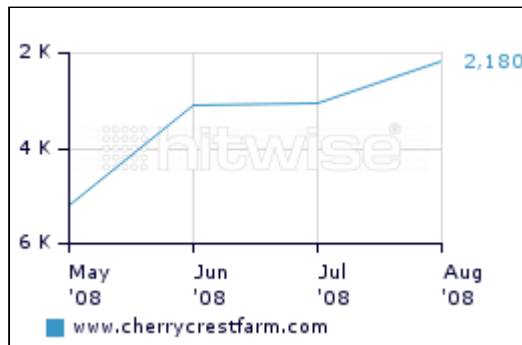


⚖ 376 places

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

www.cherrycrestfarm.com

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



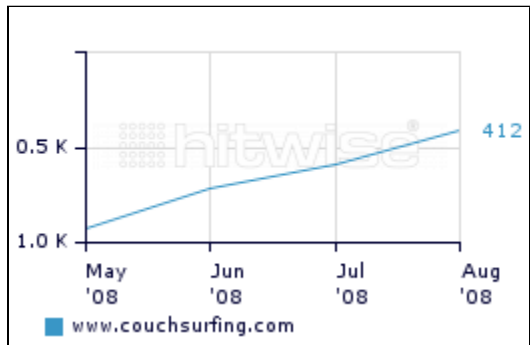
⚖ 879 places

No description

Travel - Fast Movers (continued)

CouchSurfing

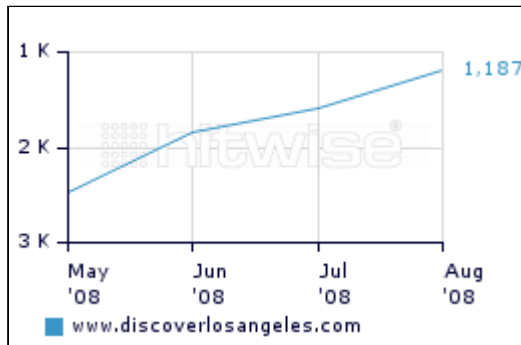
<http://www.couchsurfing.com/>



🏠 173 places

LA Inc

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



🏠 401 places

CouchSurfing.com helps people make connections worldwide. It is an online community based on the concept of offering a couch to visitors.

The LA Inc. website provides information and advice to people traveling to Los Angeles.

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.