

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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

# Hitwise Monthly Category Report - Travel

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## Traffic Distribution Analysis

38.01% of all visits to the online 'Travel' industry went to the top 10 websites for the month of December, 2008. 47.08% went to the top 20 websites and 68.32% went to the top 100 websites.

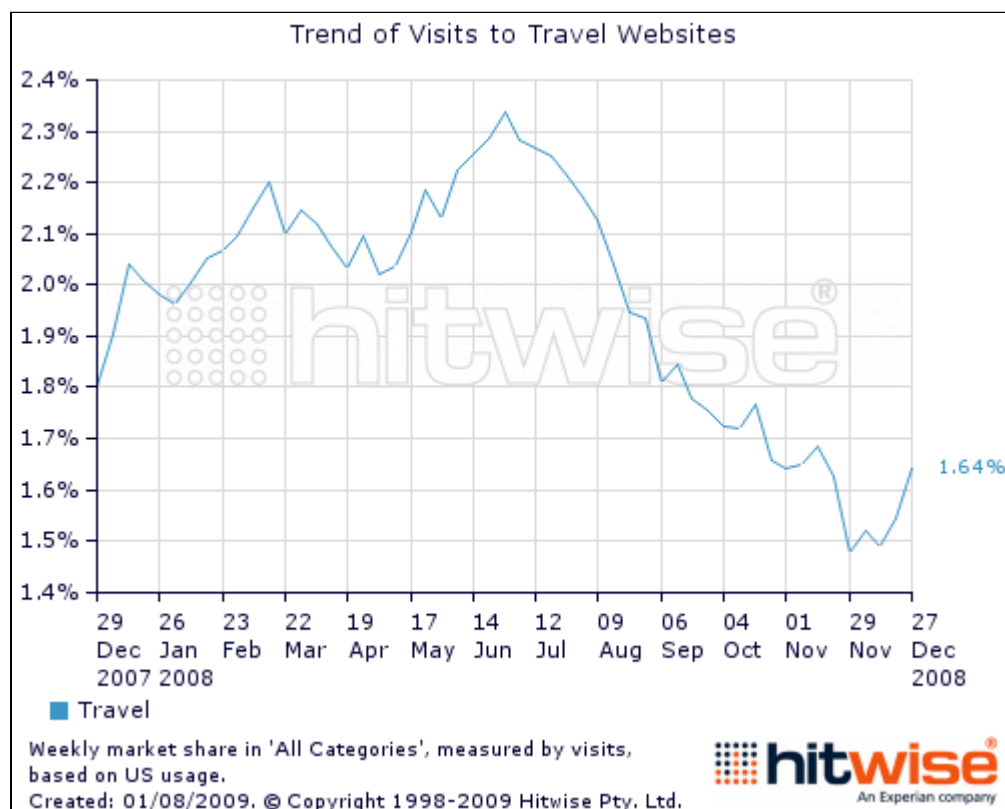
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 49 seconds for the month of December, 2008. This is a minimal decrease from last months average visit duration of 8 minutes, 53 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 December, 2008 based on visits was 7.0%, which means that 7 websites in this industry's Top 100 rankings have changed since November, 2008.

Websites that entered the Top 100 were:

November, 2008 Rank	December, 2008 Rank	Website	Domain
129	33	TripCheck	www.tripcheck.com
239	43	Universal Studios - Hollywood	www.universalstudioshollywood.com
137	55	Universal Ride	www.universalride.net
189	86	CDOT Traveler Information	www.cotrip.org
214	92	TriMet	www.tri-met.org
104	97	Hawaiian Airlines	www.hawaiianair.com
133	98	Traffic.com	www.traffic.com

Websites that have left the Top 100 were:

November, 2008 Rank	December, 2008 Rank	Website	Domain
81	129	AOL Travel	travel.channel.aol.com
89	101	WorldAtlas.com	www.worldatlas.com
91	115	Cruises Only	www.cruisesonly.com
92	DNR	Dubai Tours and Travel Hub	www.dubaitourshub.com
94	103	Days Inn	www.daysinn.com
96	128	Apple Vacations	www.applevacations.com
99	134	MapQuest Gas Prices	gasprices.mapquest.com

\* Note: DNR = Did Not Rank

Source: Hitwise

## Hitwise Monthly Category Report - Travel

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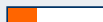
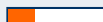


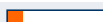
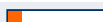




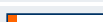



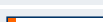



## Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of December, 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: 11,044

Category Contribution Percentage: 1.59%

Rank	Website	Domain	Market Share	Nov '08	Oct '08	Sep '08
1.	MapQuest	www.mapquest.com	10.98% 	1	1	1
2.	Google Maps	maps.google.com	9.81% 	2	2	2
△ 3.	Southwest Airlines	www.southwest.com	3.31% 	4	5	5
△ 4.	Expedia	www.expedia.com	3.02% 	5	4	4
▽ 5.	Yahoo! Maps	maps.yahoo.com	2.97% 	3	3	3
6.	Travelocity	www.travelocity.com	1.99% 	6	6	6
7.	Orbitz	www.orbitz.com	1.60% 	7	7	7
△ 8.	Yahoo! Travel	travel.yahoo.com	1.56% 	9	9	8
▽ 9.	Priceline.com	www.priceline.com	1.53% 	8	8	9
10.	American Airlines	www.aa.com	1.23% 	10	11	11
11.	Delta Air Lines	www.delta.com	1.18% 	11	12	12
12.	Cheap Tickets	www.cheaptickets.com	1.05% 	12	10	10
13.	Local Live	local.live.com	0.97% 	13	13	14
△ 14.	Northwest Airlines	www.nwa.com	0.92% 	17	18	19
▽ 15.	TripAdvisor	www.tripadvisor.com	0.89% 	14	14	13
▽ 16.	CheapoAir.com	www.cheapoair.com	0.86% 	15	16	17
△ 17.	United Airlines	www.united.com	0.83% 	18	19	20
▽ 18.	Hotwire	www.hotwire.com	0.83% 	16	15	15
△ 19.	US Airways	www.usairways.com	0.77% 	20	22	22
△ 20.	Continental Airlines	www.continental.com	0.76% 	22	21	21

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 **12/27/2008**, that resulted in traffic to websites classified by Hitwise within the 'Travel' industry. For example, the most popular search term was 'mapquest' representing **3.31%** of all search terms that delivered users to websites classified by Hitwise within the 'Travel' industry.

Displaying 1 to 30 of 223,423 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.31%	
2.	southwest airlines	0.95%	
3.	map quest	0.89%	
4.	mapquest driving directions	0.84%	
5.	maps	0.79%	
6.	google maps	0.66%	
7.	google earth	0.56%	
8.	mapquest.com	0.49%	
9.	travelocity	0.48%	
10.	expedia	0.42%	
11.	driving directions	0.41%	
12.	american airlines	0.37%	
13.	united airlines	0.32%	
14.	amtrak	0.30%	
15.	orbitz	0.28%	
16.	cheap flights	0.26%	
17.	continental airlines	0.26%	
18.	priceline	0.23%	
19.	us airways	0.21%	
20.	delta airlines	0.21%	
21.	www.mapquest.com	0.20%	
22.	yahoo maps	0.20%	
23.	map	0.20%	
24.	northwest airlines	0.19%	
25.	cheap tickets	0.19%	
26.	map quest driving directions	0.18%	
27.	directions	0.18%	
28.	expedia.com	0.16%	
29.	greyhound	0.16%	
30.	airline tickets	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 35.58% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of December, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.17% more upstream traffic from search engines than the internet average of 25.42%. The 'Travel' online industry sent 1.39% less downstream traffic to search engines than the internet average of 9.42%.

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

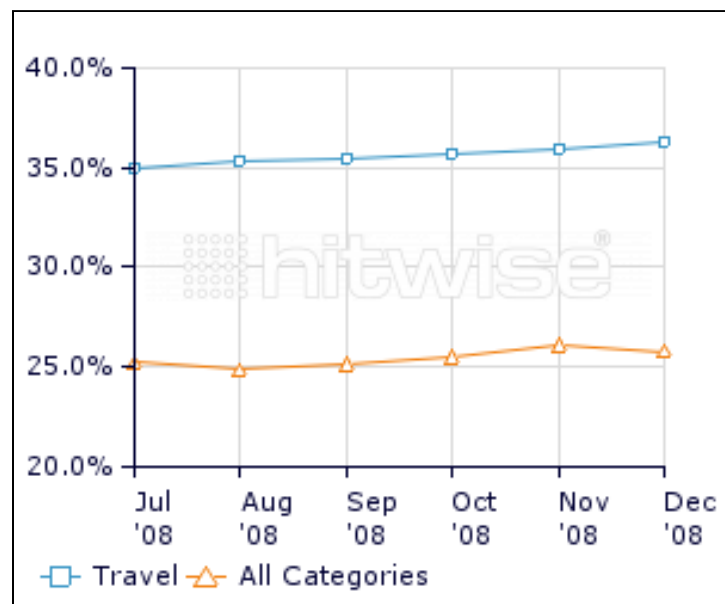
Rank	Website	Upstream Share
1.	Google	27.09%
2.	Yahoo! Search	4.99%
3.	MSN Search	1.51%
4.	Ask.com	0.61%
5.	Windows Live Search	0.37%
6.	Google Image Search	0.36%
7.	My Web Search	0.23%
8.	AOL Search	0.19%
9.	Dogpile	0.09%
10.	Google Canada	0.05%

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

Rank	Website	Downstream Share
1.	Google	5.36%
2.	Yahoo! Search	1.09%
3.	Google Image Search	0.32%
4.	Ask.com	0.25%
5.	MSN Search	0.25%
6.	Windows Live Search	0.18%
7.	AOL Search	0.14%
8.	My Web Search	0.11%
9.	Yahoo! Image Search	0.04%
10.	Dogpile	0.03%

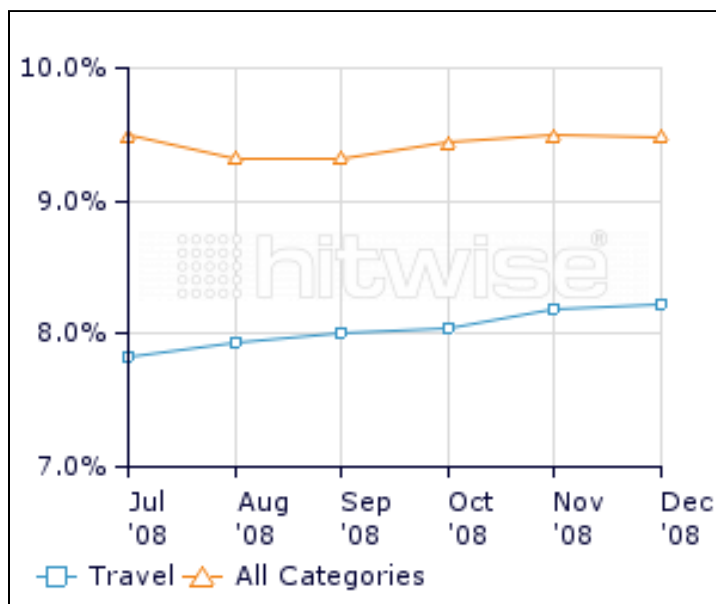
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.58% for the 6 months ending December, 2008



### Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.03% for the 6 months ending December, 2008

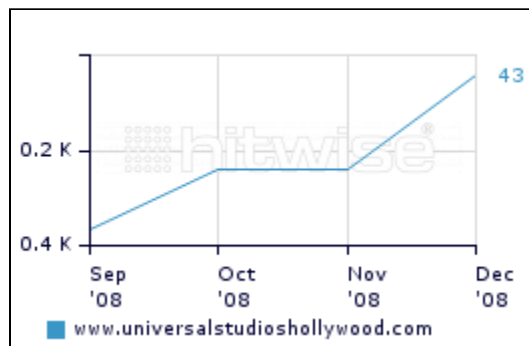


## Travel - Fast Movers

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 December, 2008.

### Universal Studios - Hollywood

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

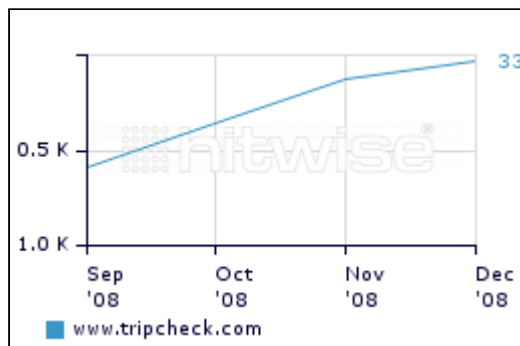


△ 196 places

The homepage of Universal Studios Hollywood offers users selected information about the suite of attractions, opening hours and special offers available.

### TripCheck

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

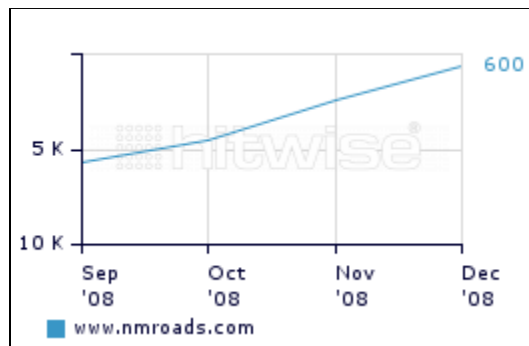


△ 96 places

TripCheck features include roadway incident maps, web cams, localized weather information, road condition reports, and a mileage calculator.

### New Mexico Road Traveler Information Service

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

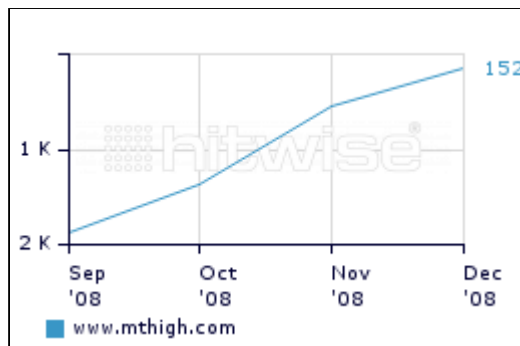


△ 1,804 places

This site provides a New Mexico Road Traveler Information Service.

### Mountain High

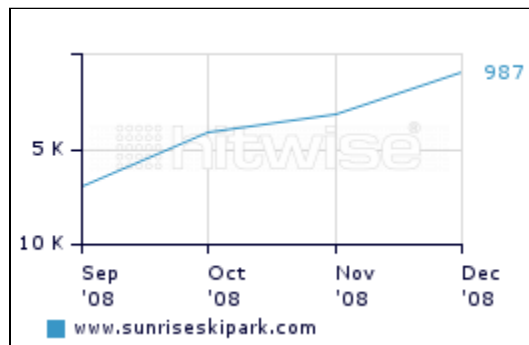
<http://www.mthigh.com/>



△ 402 places

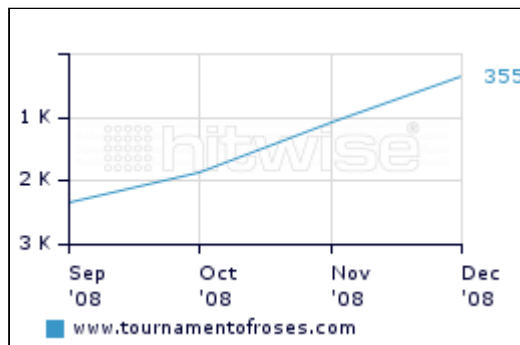
This website contains the homepage for the Mountain High Ski resort in Southern California. The site features webcams, snow reports, resort information, news, maps and a forum.

## Travel - Fast Movers (continued)

**Sunrise Park Resort**<http://www.sunriseskipark.com/>

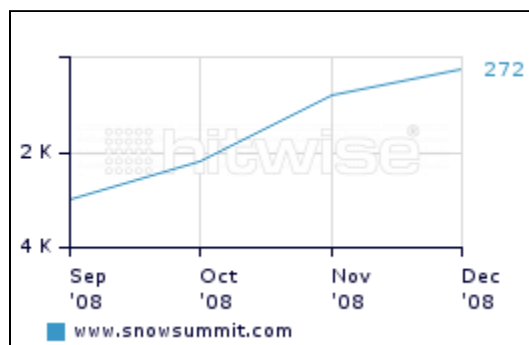
2,165 places

This site features information on the Sunrise Park Resort, located in the Arizona white mountains.

**Pasadena Tournament of Roses**<http://www.tournamentofroses.com/>

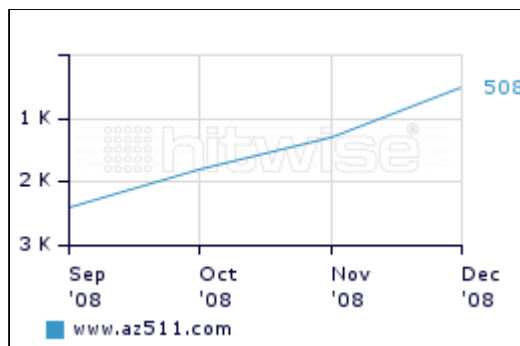
722 places

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.

**Snow Summit Mountain Resort**<http://www.snowsummit.com/>

533 places

This site features information on the Snow Summit Mountain Resort and its facilities, services and events.

**Arizona Department of Transportation Freeway Management System**<http://www.az511.com/>

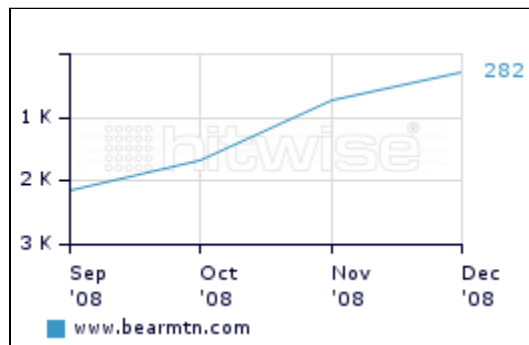
785 places

This site features information on the Arizona Department of Transportation Freeway Management System.



## Travel - Fast Movers (continued)

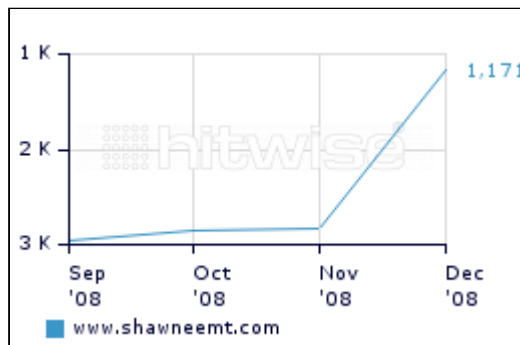
**Bear Mountain Resort**  
<http://www.bearmtn.com/>



△ 428 places

The official website of Bear Mountain Resort features information on activities, lift ticket prices and accommodation, as well as snow reports and live webcams.

**Shawnee Mountain Ski Area**  
<http://www.shawneemt.com/>



△ 1,662 places

The Shawnee Mountain Ski Area offers information about the mountain, lodging details, rates and rentals, learning center, group tours and events.

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