

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of December, 2009



Traffic Distribution Analysis

40.59% of all visits to the online 'Travel' industry went to the top 10 websites for the month of December, 2009. 49.43% went to the top 20 websites and 69.75% went to the top 100 websites.

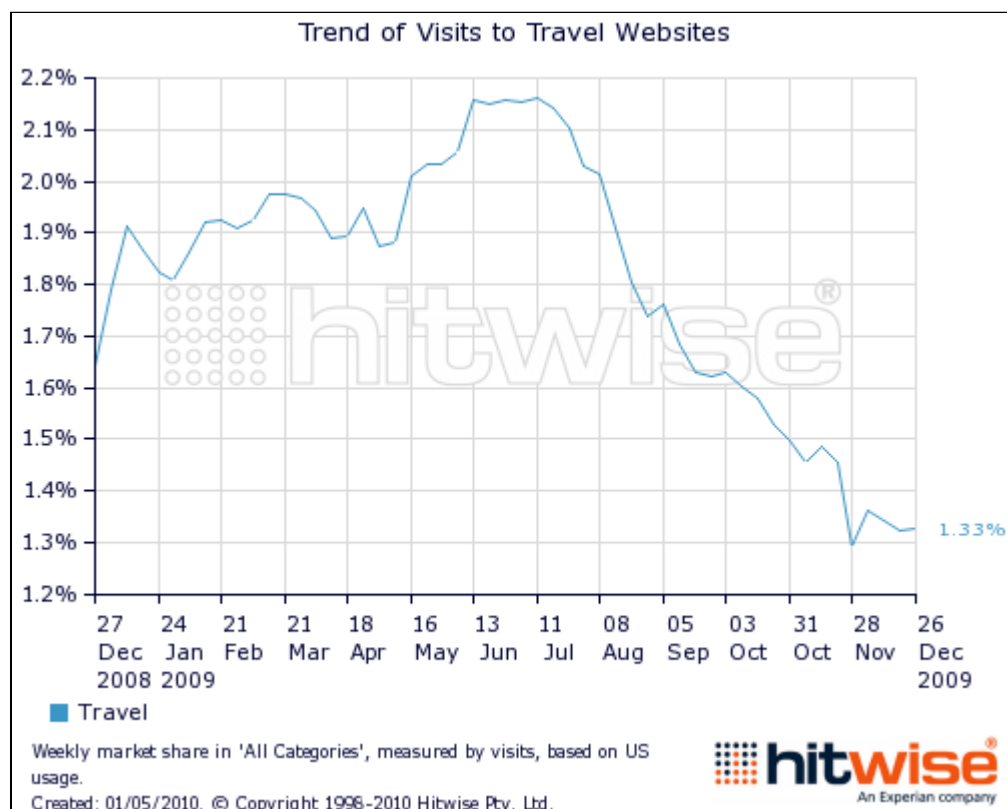
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 18 seconds for the month of December, 2009. This is a minimal decrease from last months average visit duration of 7 minutes, 28 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, 2009 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since November, 2009.

Websites that entered the Top 100 were:

November, 2009 Rank	December, 2009 Rank	Website	Domain
465	58	Dunhill Vacations	www.dunhillvacations.com
103	84	Travelzoo Airfare	airfare.travelzoo.com
110	87	Interval International	www.intervalworld.com
114	89	Go Jamaica	www.go-jamaica.com
115	91	Burlington Northern Santa Fe Railway	www.bnsf.com
102	100	Wikimapia	www.wikimapia.org

Websites that have left the Top 100 were:

November, 2009 Rank	December, 2009 Rank	Website	Domain
58	120	Concierge.com	www.concierge.com
73	122	Fly.com	www.fly.com
81	109	Virgin America Airline	www.virginamerica.com
86	105	Streetdirectory.com Singapore	www.streetdirectory.com
89	114	Super 8 Motels	www.super8.com
96	102	Mapsofworld.com	www.mapsofworld.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 December, 2009 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: 12,028

Category Contribution Percentage: 1.37%

Rank	Website	Domain	Market Share	Nov '09	Oct '09	Sep '09
1.	Google maps	maps.google.com	15.71%	1	1	1
2.	MapQuest	www.mapquest.com	9.79%	2	2	2
3.	Expedia	www.expedia.com	3.10%	3	3	3
4.	Southwest Airlines	www.southwest.com	2.39%	4	4	5
5.	Yahoo! Maps	maps.yahoo.com	1.90%	5	5	4
6.	Priceline.com	www.priceline.com	1.76%	6	6	6
7.	Travelocity	www.travelocity.com	1.62%	7	7	7
△	8. Bing Maps	www.bing.com/maps	1.54%	9	11	11
▽	9. Orbitz	www.orbitz.com	1.42%	8	9	9
10.	TripAdvisor	www.tripadvisor.com	1.36%	10	10	8
△	11. Delta Air Lines	www.delta.com	1.25%	12	12	12
▽	12. Yahoo! Travel	travel.yahoo.com	1.20%	11	8	10
13.	American Airlines	www.aa.com	1.02%	13	13	13
14.	Hotwire	www.hotwire.com	0.89%	14	14	14
15.	CheapoAir.com	www.cheapoair.com	0.88%	15	15	15
16.	JetBlue Airways	www.jetblue.com	0.75%	16	18	17
△	17. Lowfares.com	www.lowfares.com	0.73%	18	17	19
▽	18. Cheap Tickets	www.cheaptickets.com	0.72%	17	16	18
19.	BookingBuddy.com	www.bookingbuddy.com	0.71%	19	21	24
△	20. Google earth	earth.google.com	0.70%	22	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 **12/26/2009**, that resulted in traffic to websites classified by Hitwise within the 'Travel' industry. For example, the most popular search term was 'mapquest' representing **3.79%** of all search terms that delivered users to websites classified by Hitwise within the 'Travel' industry.

Displaying 1 to 30 of 49,895 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.79%	
2.	mapquest driving directions	1.74%	
3.	google maps	1.32%	
4.	maps	1.09%	
5.	southwest airlines	0.86%	
6.	google earth	0.74%	
7.	map quest	0.67%	
8.	mapquest.com	0.53%	
9.	cheap flights	0.50%	
10.	travelocity	0.43%	
11.	delta airlines	0.41%	
12.	cheap tickets	0.38%	
13.	expedia	0.38%	
14.	driving directions	0.37%	
15.	american airlines	0.36%	
16.	yahoo maps	0.36%	
17.	united airlines	0.32%	
18.	map	0.31%	
19.	airline tickets	0.25%	
20.	continental airlines	0.25%	
21.	jet blue	0.22%	
22.	priceline	0.22%	
23.	us airways	0.22%	
24.	www.mapquest.com	0.22%	
25.	orbitz	0.22%	
26.	greyhound	0.20%	
27.	allegiant air	0.18%	
28.	hotels.com	0.18%	
29.	google	0.16%	
30.	airtran	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 38.43% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of December, 2009 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 8.96% more upstream traffic from search engines than the internet average of 29.47%. The 'Travel' online industry sent 1.56% less downstream traffic to search engines than the internet average of 10.16%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of December, 2009:

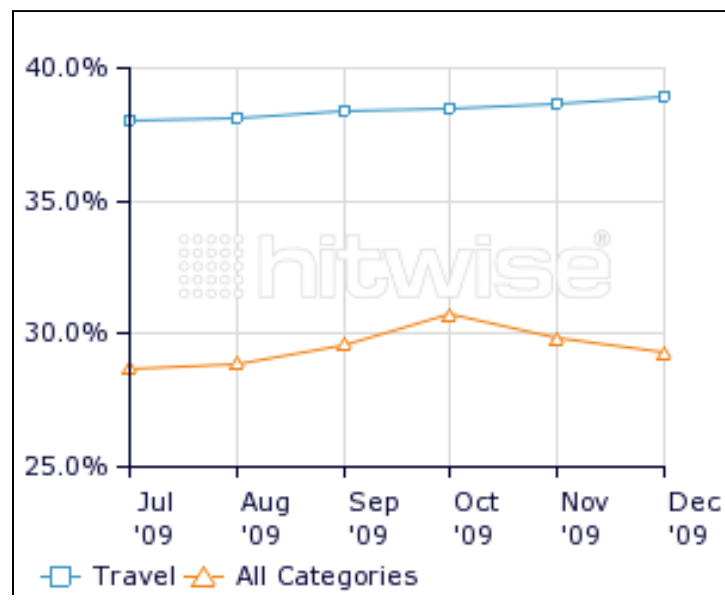
Rank	Website	Upstream Clicks
1.	Google	29.55%
2.	Yahoo! Search	4.02%
3.	Bing	2.78%
4.	Ask.com	0.52%
5.	Google Image Search	0.50%
6.	AOL Search	0.32%
7.	Google Canada	0.09%
8.	My Web Search	0.09%
9.	Yahoo! Everything	0.08%
10.	Dogpile	0.08%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of December, 2009:

Rank	Website	Downstream Clicks
1.	Google	5.30%
2.	Bing	0.84%
3.	Yahoo! Search	0.72%
4.	Google Image Search	0.41%
5.	Ask.com	0.32%
6.	AOL Search	0.14%
7.	Bing Image Search	0.06%
8.	My Web Search	0.06%
9.	Info.com	0.03%
10.	Bing Video Search	0.03%

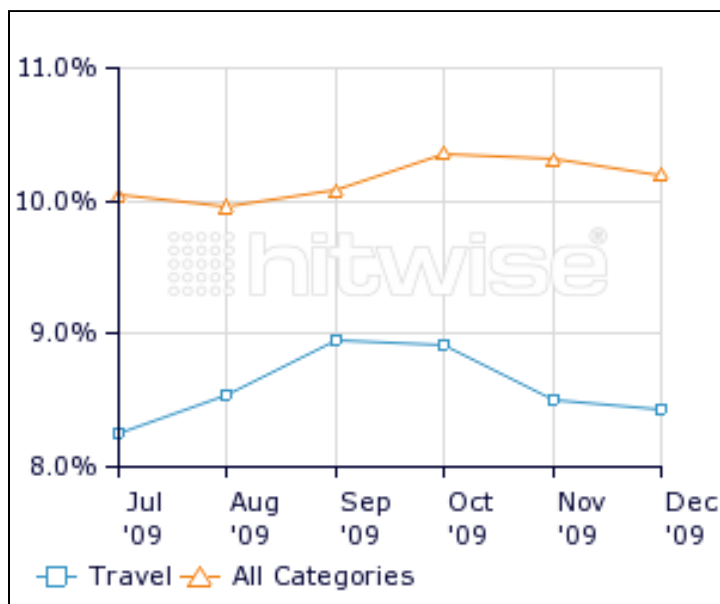
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 38.43% for the 6 months ending December, 2009



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.59% for the 6 months ending December, 2009

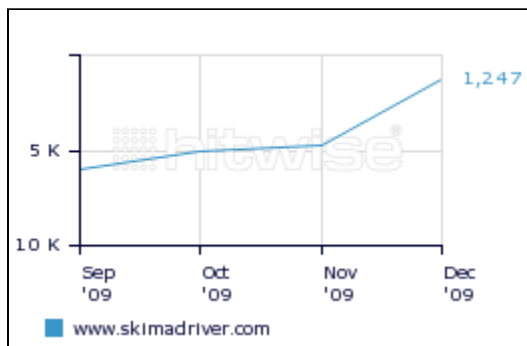


Travel - Fast Movers

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, 2009.

Mad River Mountain Resort

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

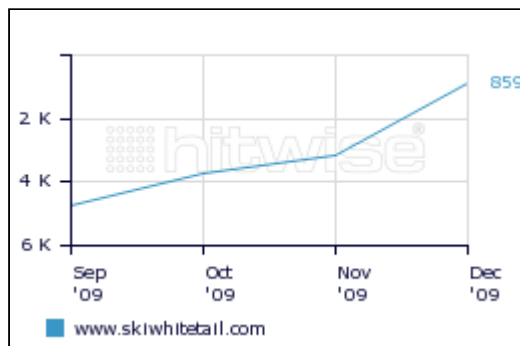


⚡ 3,440 places

This site features information on the Mad River Mountain Resort and its facilities, activities and events.

Whitetail Mountain Resort

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

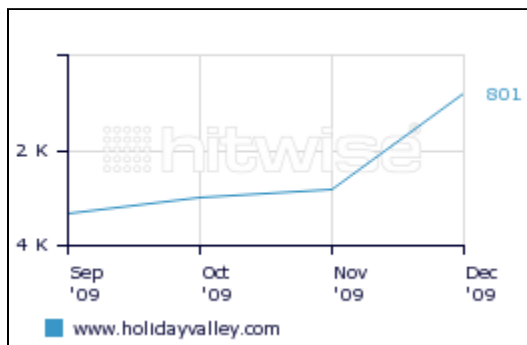


⚡ 2,288 places

The Whitetail Mountain Resort is a ski resort located in Pennsylvania. Features of the site includes snow report, rates, travel information and employment.

Holiday Valley

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

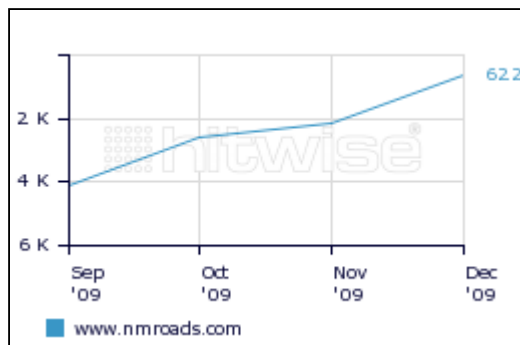


⚡ 2,007 places

Holiday Valley is a ski area in Western New York State. Features of the site includes lodging information, calendar of events and online reservations.

New Mexico Road Traveler Information Service

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

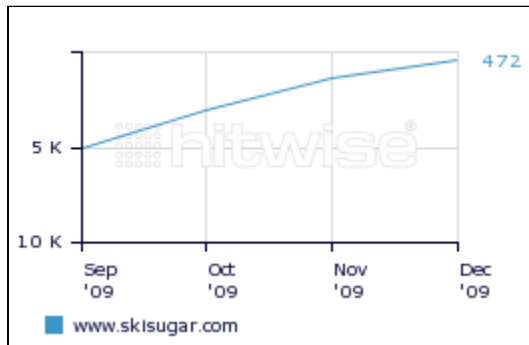


⚡ 1,510 places

This site provides a New Mexico Road Traveler Information Service.

Travel - Fast Movers (continued)

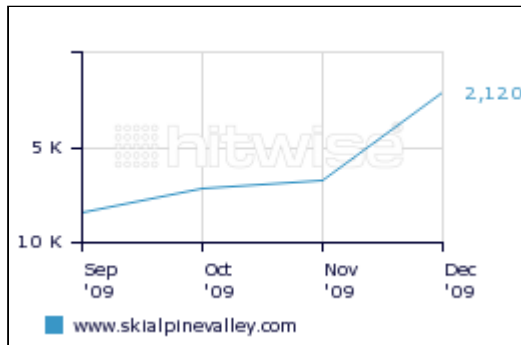
Sugar Mountain Resort
<http://www.skisugar.com/>



▲ 945 places

The website for Sugar Mountain Resort in North Carolina, features information about the mountain, including lessons and rates, condition reports and season passes.

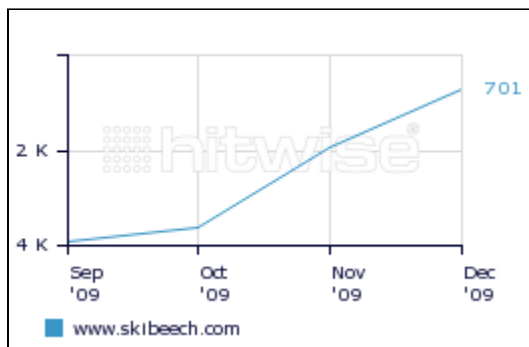
Alpine Valley
<http://www.skialpinevalley.com/>



▲ 4,558 places

Alpine Valley is a ski resort located in White Lake, Michigan. Features include ski conditions, rates, trail map, events, and contact details.

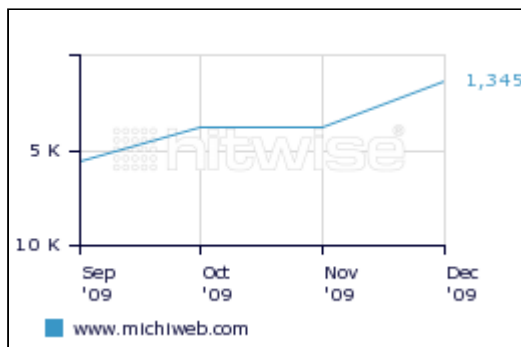
Ski Beech
<http://www.skibeech.com/>



▲ 1,237 places

Ski Beech is a ski resort located on Beech Mountain in North Carolina. Visitors to this site can view current conditions, live webcam, tickets prices and visitor information.

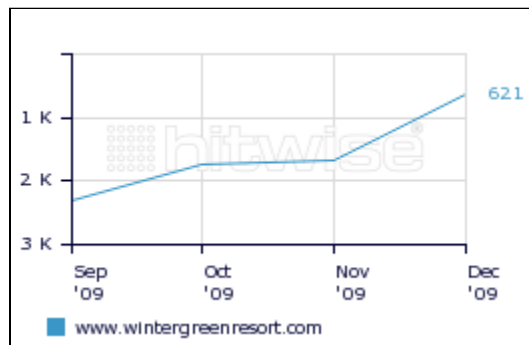
www.michiweb.com
<http://www.michiweb.com/>



▲ 2,408 places

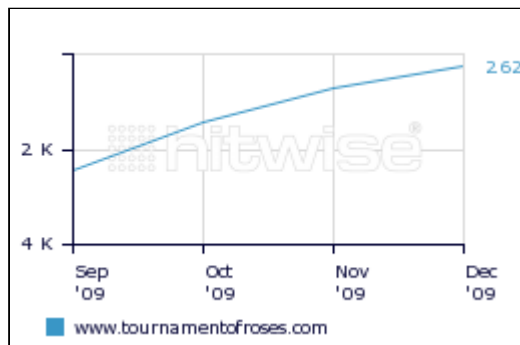
No description

Travel - Fast Movers (continued)

Wintergreen Ski Resort<http://www.wintergreenresort.com/>

1,065 places

The Wintergreen Ski Resort is located in Virginia. Visitors to this site can seek information on season pass, conference facilities, lodging and membership.

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

444 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.

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/us.