

# Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage  
for the month of April, 2010



## Traffic Distribution Analysis

40.72% of all visits to the online 'Travel' industry went to the top 10 websites for the month of April, 2010. 49.93% went to the top 20 websites and 70.20% went to the top 100 websites.

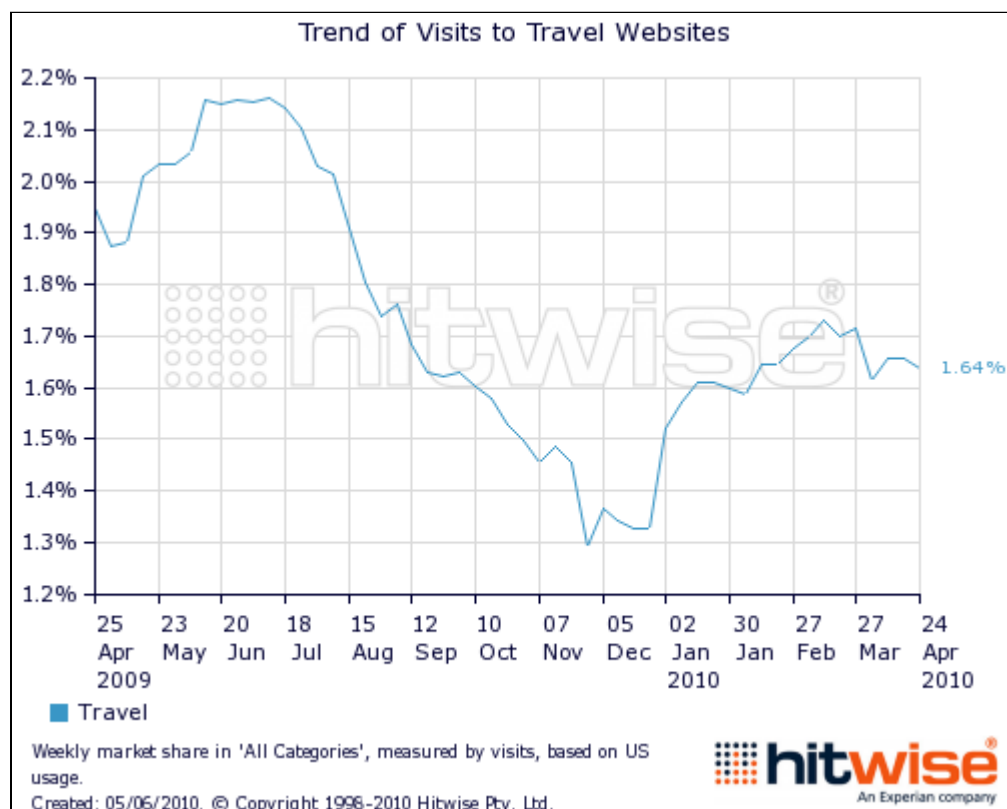
Source: Hitwise

## Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 33 seconds for the month of April, 2010. This is a minimal decrease from last months average visit duration of 7 minutes, 40 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 April, 2010 based on visits was 7.0%, which means that 7 websites in this industry's Top 100 rankings have changed since March, 2010.

Websites that entered the Top 100 were:

March, 2010 Rank	April, 2010 Rank	Website	Domain
166	57	AOL Travel News	news.travel.aol.com
154	64	Maps-Directions.net	www.maps-directions.net
103	92	Farespotter	www.farespotter.net
106	94	Super 8 Motels	www.super8.com
102	96	Ask.com - Maps	maps.ask.com
120	97	Burlington Northern Santa Fe Railway	www.bnsf.com
DNR	99	Things To Do In San Diego	thingstodo.signonsandiego.com

Websites that have left the Top 100 were:

March, 2010 Rank	April, 2010 Rank	Website	Domain
66	118	vPike.com	www.vpike.com
68	111	Fly.com	www.fly.com
85	114	gadling	www.gadling.com
91	106	Vegas.com	www.vegas.com
96	2,018	MapNation	www.mapnation.com
97	101	Interval International	www.intervalworld.com
99	112	Cheap Air, Inc	www.cheapair.com

\* Note: DNR = Did Not Rank

Source: Hitwise

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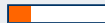

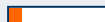
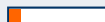
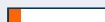
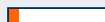
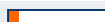


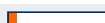

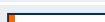
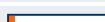

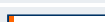
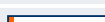
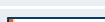
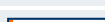
## Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of April, 2010 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: 12,674

Category Contribution Percentage: 1.63%

Rank	Website	Domain	Market Share	Mar '10	Feb '10	Jan '10
1.	Google Maps	maps.google.com	15.42% 	1	1	1
2.	MapQuest	www.mapquest.com	9.67% 	2	2	2
3.	Expedia	www.expedia.com	3.39% 	3	3	3
4.	Southwest Airlines	www.southwest.com	2.03% 	4	4	4
5.	priceline.com	www.priceline.com	1.94% 	5	6	6
6.	Travelocity	www.travelocity.com	1.89% 	6	5	5
7.	Yahoo! Maps	maps.yahoo.com	1.81% 	7	8	7
△	8. TripAdvisor	www.tripadvisor.com	1.62% 	9	7	8
▽	9. Orbitz	www.orbitz.com	1.59% 	8	9	9
10.	Bing maps	www.bing.com/maps	1.37% 	10	11	10
△	11. Yahoo! Travel	travel.yahoo.com	1.32% 	13	13	11
▽	12. Delta Air Lines	www.delta.com	1.25% 	11	10	12
▽	13. Hotwire	www.hotwire.com	1.06% 	12	12	13
△	14. American Airlines	www.aa.com	0.96% 	15	15	14
▽	15. CheapOair.com	www.cheapoair.com	0.93% 	14	14	15
16.	bookingbuddy	www.bookingbuddy.com	0.85% 	16	16	16
△	17. JetBlue Airways	www.jetblue.com	0.78% 	18	23	17
▽	18. Lowfares.com	www.lowfares.com	0.70% 	17	17	18
△	19. Cheap Tickets	www.cheaptickets.com	0.69% 	20	19	19
▽	20. Kayak	www.kayak.com	0.67% 	19	18	22

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 **04/24/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.13%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,943 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.13%	
2.	mapquest driving directions	2.03%	
3.	google maps	1.30%	
4.	maps	0.96%	
5.	southwest airlines	0.79%	
6.	map quest	0.60%	
7.	google earth	0.58%	
8.	cheap flights	0.51%	
9.	mapquest.com	0.46%	
10.	travelocity	0.46%	
11.	expedia	0.44%	
12.	delta airlines	0.43%	
13.	cheap tickets	0.35%	
14.	yahoo maps	0.34%	
15.	american airlines	0.32%	
16.	map	0.27%	
17.	priceline	0.26%	
18.	driving directions	0.26%	
19.	united airlines	0.26%	
20.	airline tickets	0.23%	
21.	continental airlines	0.23%	
22.	orbitz	0.22%	
23.	jet blue	0.20%	
24.	hotels.com	0.20%	
25.	us airways	0.18%	
26.	google	0.17%	
27.	directions	0.17%	
28.	www.mapquest.com	0.16%	
29.	amtrak	0.16%	
30.	allegiant air	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 39.03% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of April, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.11% more upstream traffic from search engines than the internet average of 29.93%. The 'Travel' online industry sent 2.10% less downstream traffic to search engines than the internet average of 10.40%.

### Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of April, 2010:

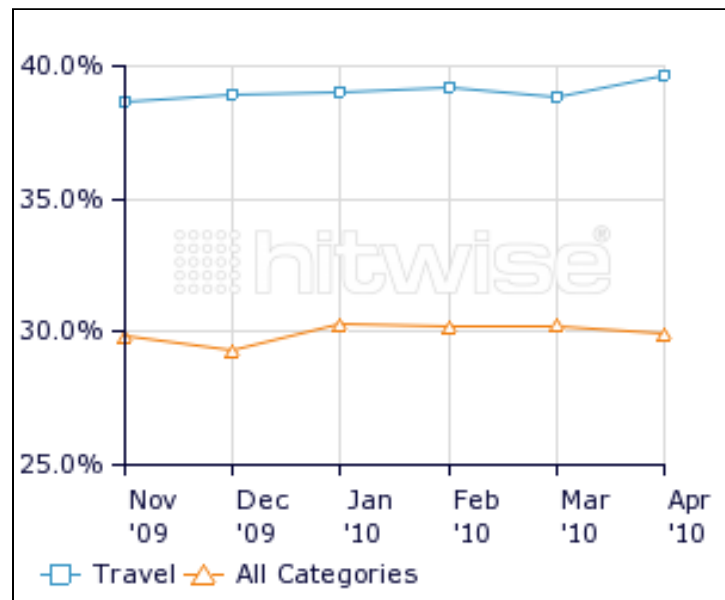
Rank	Website	Upstream Clicks
1.	Google	29.72%
2.	Yahoo! Search	4.34%
3.	Bing	3.12%
4.	Ask	0.44%
5.	AOL Search	0.38%
6.	Google Images	0.35%
7.	AOL Search for HP and Compaq	0.09%
8.	Yahoo! Everything	0.09%
9.	Google Canada	0.08%
10.	Dogpile	0.08%

### Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of April, 2010:

Rank	Website	Downstream Clicks
1.	Google	5.29%
2.	Bing	0.83%
3.	Yahoo! Search	0.77%
4.	Google Images	0.37%
5.	Ask	0.26%
6.	AOL Search	0.14%
7.	bing Images	0.06%
8.	mywebsearch	0.05%
9.	Info.com	0.03%
10.	bing Videos	0.03%

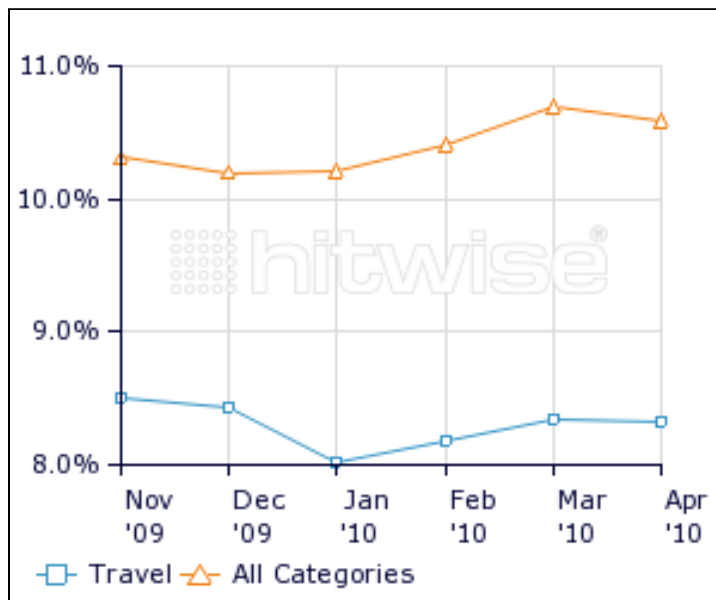
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 39.03% for the 6 months ending April, 2010



### Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.30% for the 6 months ending April, 2010

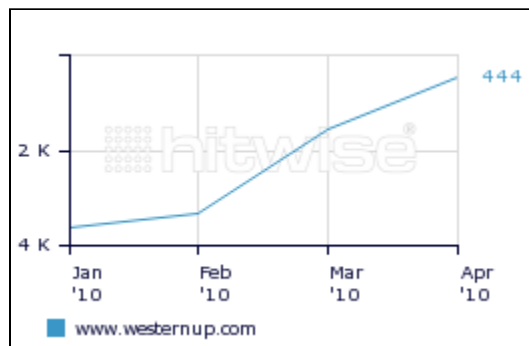


## Travel - Fast Movers

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 April, 2010.

### Western U.P

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



🏠 1,096 places

The Western U.P website features information on Wakefield, Michigan vacations, travel and recreation.

### Kings Island

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

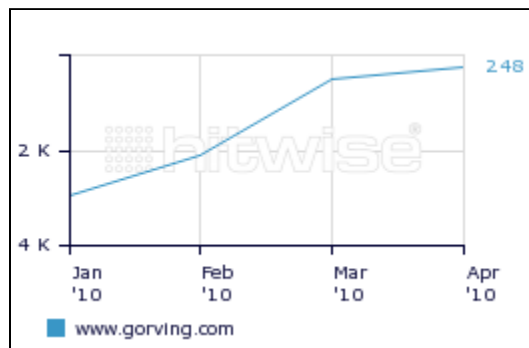


🏠 402 places

This is the website for the Kings Island theme park and features information about the park and the activities it offers.

### Go Rving

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

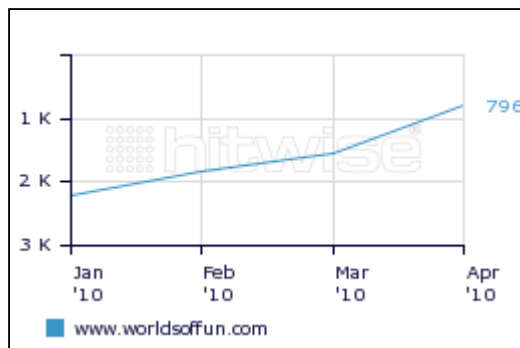


🏠 251 places

The Go RVing Coalition, formed in 1994, consists of RV manufacturers, component suppliers, dealers and campgrounds.

### www.worldsoffun.com

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



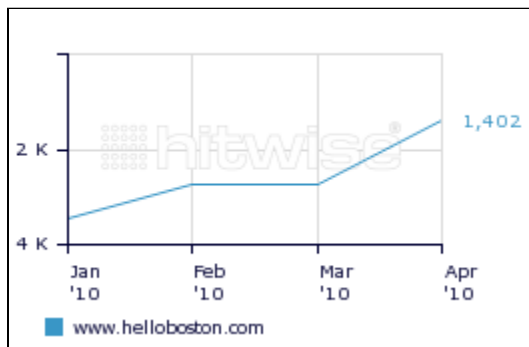
🏠 762 places

No description

Travel - Fast Movers (continued)

**Hello Boston**

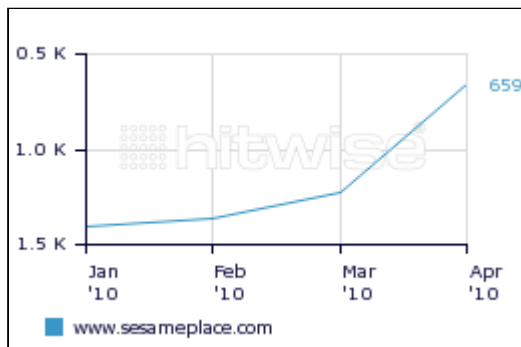
<http://www.helloboston.com/>



△ 1,325 places

**www.sesameplace.com**

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



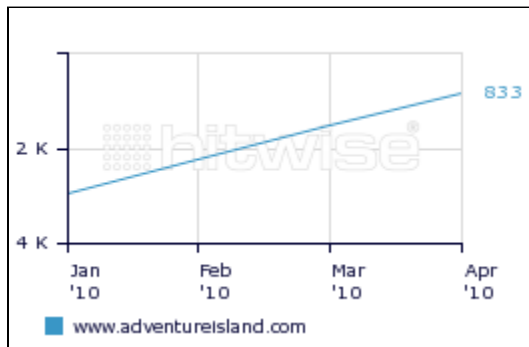
△ 565 places

The Hello Boston website serves as an online guide to the city of Boston, including tourist information and news.

No description

**www.adventureisland.com**

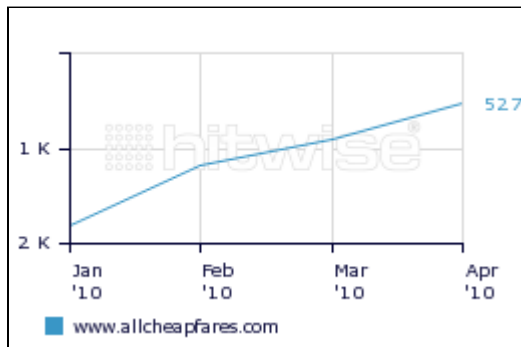
<http://www.adventureisland.com/>



△ 665 places

**All Cheap Fares**

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



△ 377 places

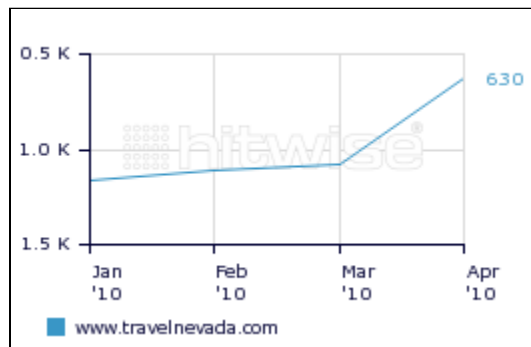
No description

All Cheap Fares provides a range of online booking services for users seeking cut price fares and budget holiday packages.



Travel - Fast Movers (continued)

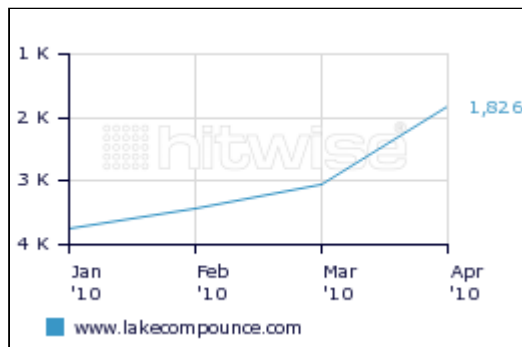
**Nevada Commission on Tourism**  
<http://www.travelnevada.com/>



⚡ 445 places

Nevada Commission on Tourism offers information on travelling in Nevada. Visitors to the site can locate details on accommodation, attractions, travel planning and adventure guide.

**Lake Compounce Theme Park**  
<http://www.lakecompounce.com/>



⚡ 1,237 places

This site features information on New England's, Lake Compounce Theme Park and its various rides, attractions 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/us](http://www.hitwise.com/us).