

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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



Traffic Distribution Analysis

40.23% of all visits to the online 'Travel' industry went to the top 10 websites for the month of May, 2010. 49.48% went to the top 20 websites and 69.81% went to the top 100 websites.

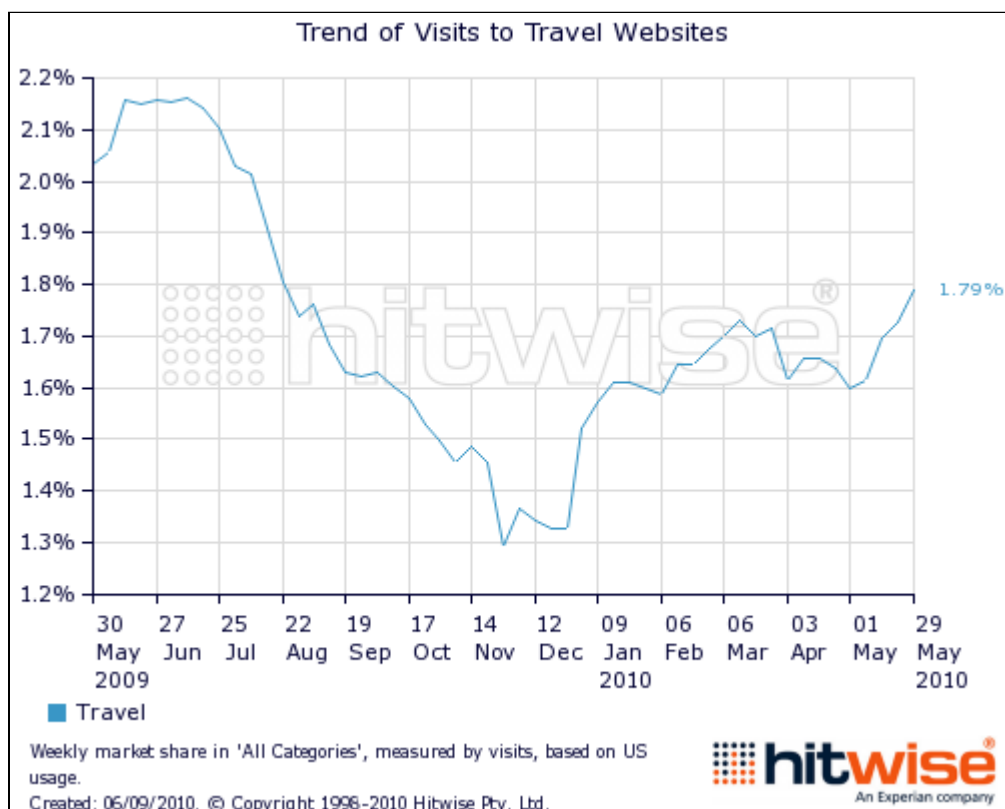
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 29 seconds for the month of May, 2010. This is a minimal decrease from last months average visit duration of 7 minutes, 33 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 May, 2010 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since April, 2010.

Websites that entered the Top 100 were:

April, 2010 Rank	May, 2010 Rank	Website	Domain
DNR	75	MyTrafficMaps.net	www.mytrafficmaps.net
177	84	Go Jamaica	www.go-jamaica.com
102	90	Travel Channel	www.travelchannel.com
103	92	ReserveAmerica.com	www.reserveamerica.com
105	93	Hilton HHonors	www.hiltonhhonors.com
108	97	Hotel Guides	www.hotelguides.com

Websites that have left the Top 100 were:

April, 2010 Rank	May, 2010 Rank	Website	Domain
76	151	Travelzoo Top 20	www.top20.travelzoo.com
89	105	Wikimapia	www.wikimapia.org
97	101	Burlington Northern Santa Fe Railway	www.bnsf.com
98	103	WorldAtlas.com	www.worldatlas.com
99	110	Things To Do In San Diego	thingstodo.signonsandiego.com
100	102	Starwood	www.starwoodhotels.com

* Note: DNR = Did Not Rank

Source: Hitwise

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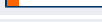
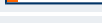



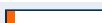
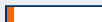




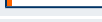
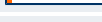
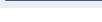

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of May, 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: 13,429

Category Contribution Percentage: 1.70%

Rank	Website	Domain	Market Share	Apr '10	Mar '10	Feb '10
1.	Google Maps	maps.google.com	15.50% 	1	1	1
2.	MapQuest	www.mapquest.com	9.24% 	2	2	2
3.	Expedia	www.expedia.com	3.24% 	3	3	3
△	4. priceline.com	www.priceline.com	2.00% 	5	5	6
▽	5. Southwest Airlines	www.southwest.com	1.91% 	4	4	4
6.	Travelocity	www.travelocity.com	1.90% 	6	6	5
7.	Yahoo! Maps	maps.yahoo.com	1.77% 	7	7	8
8.	TripAdvisor	www.tripadvisor.com	1.68% 	8	9	7
9.	Orbitz	www.orbitz.com	1.53% 	9	8	9
△	10. Yahoo! Travel	travel.yahoo.com	1.45% 	11	13	13
▽	11. Bing maps	www.bing.com/maps	1.36% 	10	10	11
12.	Delta Air Lines	www.delta.com	1.18% 	12	11	10
13.	Hotwire	www.hotwire.com	1.11% 	13	12	12
△	14. CheapOair.com	www.cheapoair.com	0.94% 	15	14	14
▽	15. American Airlines	www.aa.com	0.91% 	14	15	15
16.	bookingbuddy	www.bookingbuddy.com	0.87% 	16	16	16
17.	JetBlue Airways	www.jetblue.com	0.75% 	17	18	23
△	18. Cheap Tickets	www.cheaptickets.com	0.72% 	19	20	19
△	19. Hotels.com	www.hotels.com	0.71% 	21	21	20
△	20. InterContinental Hotels Group	www.ichotelsgroup.com	0.71% 	22	22	24

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 **05/29/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.15%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,941 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.15%	
2.	mapquest driving directions	1.99%	
3.	google maps	1.31%	
4.	maps	0.92%	
5.	southwest airlines	0.74%	
6.	map quest	0.60%	
7.	google earth	0.60%	
8.	expedia	0.47%	
9.	travelocity	0.45%	
10.	cheap flights	0.41%	
11.	delta airlines	0.40%	
12.	mapquest.com	0.39%	
13.	cheap tickets	0.37%	
14.	yahoo maps	0.34%	
15.	american airlines	0.32%	
16.	priceline	0.30%	
17.	driving directions	0.27%	
18.	united airlines	0.27%	
19.	continental airlines	0.26%	
20.	map	0.24%	
21.	orbitz	0.23%	
22.	jet blue	0.21%	
23.	hotels.com	0.20%	
24.	airline tickets	0.20%	
25.	us airways	0.20%	
26.	amtrak	0.17%	
27.	google	0.16%	
28.	www.mapquest.com	0.16%	
29.	allegiant air	0.15%	
30.	greyhound	0.15%	

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 39.31% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of May, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.36% more upstream traffic from search engines than the internet average of 29.96%. The 'Travel' online industry sent 2.14% less downstream traffic to search engines than the internet average of 10.39%.

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

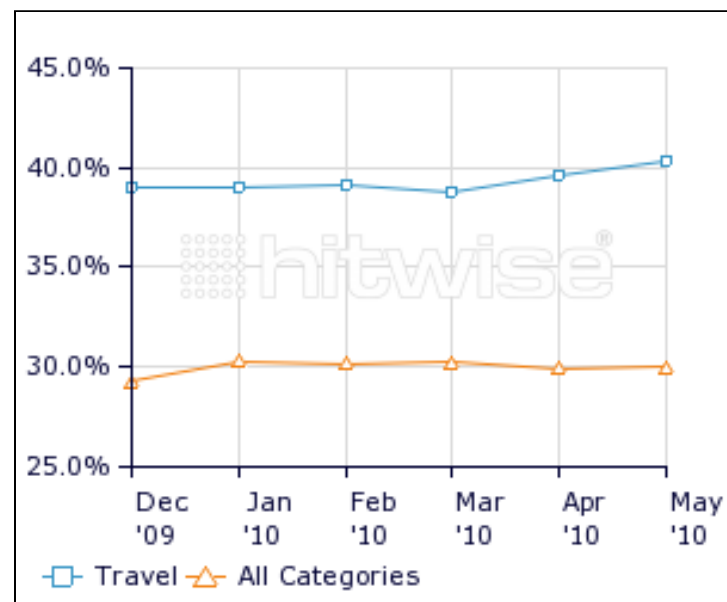
Rank	Website	Upstream Clicks
1.	Google	30.34%
2.	Yahoo! Search	4.46%
3.	Bing	3.28%
4.	Ask	0.51%
5.	AOL Search	0.39%
6.	AOL Search for HP and Compaq	0.08%
7.	Yahoo! Everything	0.08%
8.	Google Images	0.07%
9.	Dogpile	0.07%
10.	mywebsearch	0.06%

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

Rank	Website	Downstream Clicks
1.	Google	5.37%
2.	Bing	0.87%
3.	Yahoo! Search	0.78%
4.	Ask	0.30%
5.	AOL Search	0.14%
6.	Google Images	0.09%
7.	bing Images	0.08%
8.	mywebsearch	0.05%
9.	Info.com	0.03%
10.	bing Videos	0.03%

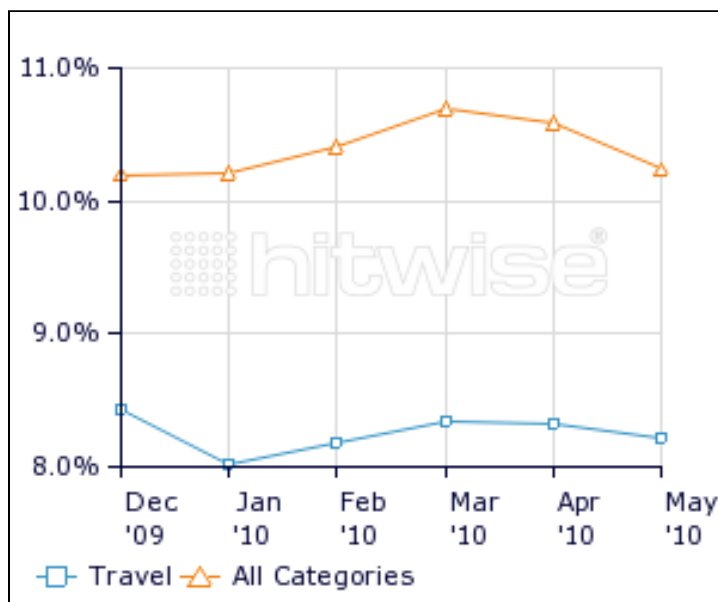
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 39.31% for the 6 months ending May, 2010



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.25% for the 6 months ending May, 2010

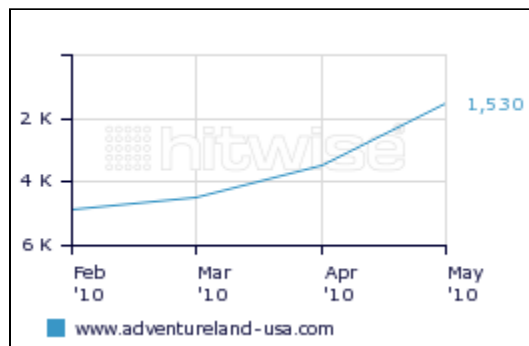


Travel - Fast Movers

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 May, 2010.

Adventureland USA

<http://www.adventureland-usa.com/>

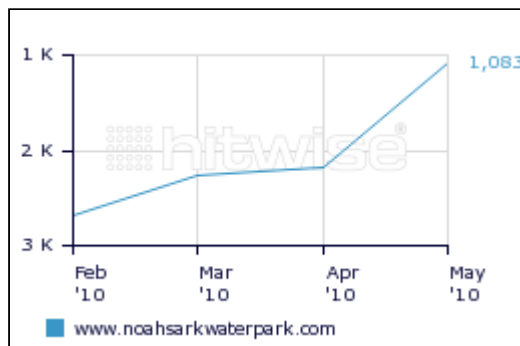


🏠 1,964 places

The website of Adventureland USA features news, ticket and discount information, history of the park, employment information, and accommodation guide.

Noah's Ark Water Park

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

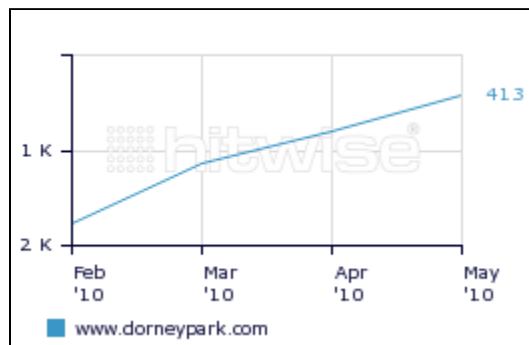


🏠 1,090 places

This website provides information about Noah's Ark Water Park in Wisconsin Dells. Details include attractions, tickets, dining, location and contacts.

Dorney Park & Wildwater Kingdom

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

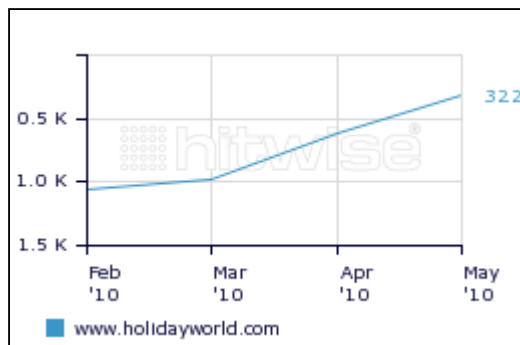


🏠 394 places

This site features information on the theme park, Dorney Park & Wildwater Kingdom and its attractions and rides.

Holiday World

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

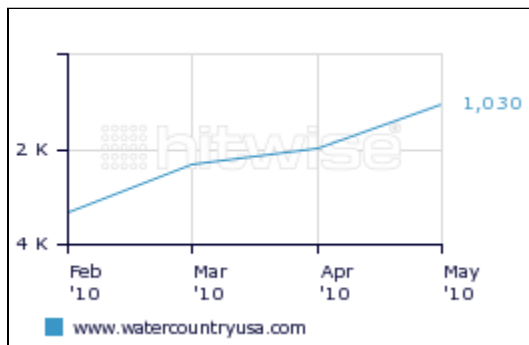


🏠 297 places

This Holiday themed amusement park is located in Santa Claus, Indiana. The site provides details of park rides and attractions, park maps, and nearby accommodation.

Travel - Fast Movers (continued)

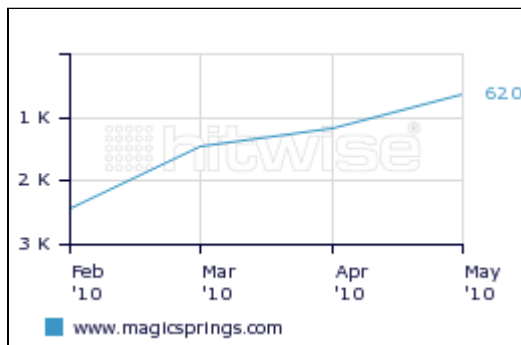
www.watercountryusa.com
<http://www.watercountryusa.com/>



🏠 939 places

No description

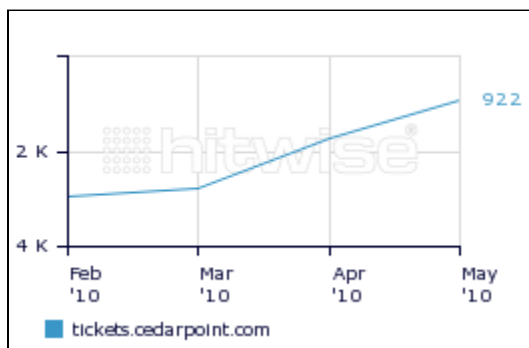
Magic Springs and Crystal Falls
<http://www.magicsprings.com/>



🏠 546 places

This site features information on the Magic Springs and Crystal Falls theme park, situated in Hot Springs, Arkansas.

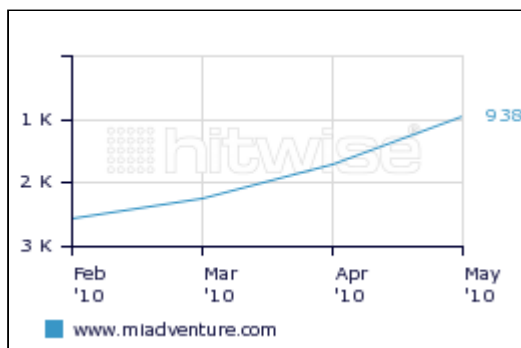
Cedar Point Theme Park Tickets
<http://tickets.cedarpoint.com/>



🏠 818 places

This site allows users to purchase ticket online for Cedar Point Theme Park.

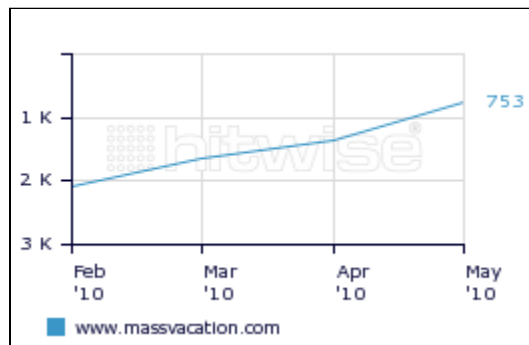
Michigan's Adventure Amusement Park
<http://www.miadventure.com/>



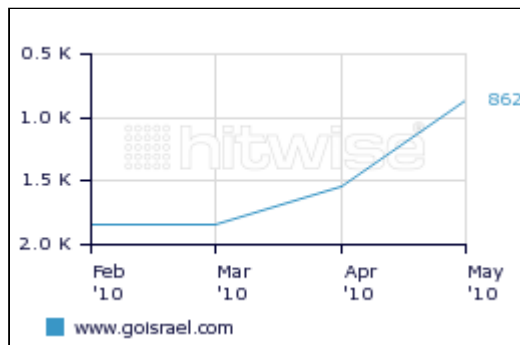
🏠 750 places

This site features information on Michigan's Adventure Amusement Park and its rides and attractions.

Travel - Fast Movers (continued)

Massachusetts Office of Travel and Tourism
<http://www.massvacation.com/>


595 places

Go Israel - North America
<http://www.goisrael.com/>


679 places

A comprehensive resource featuring information on Massachusetts destinations, outdoor adventures, events, lodging, trip planning information, links, and photographs.

This website contains information on Israel's tourism industry for North American visitors.

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.