

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of February, 2011



Traffic Distribution Analysis

36.78% of all visits to the online 'Travel' industry went to the top 10 websites for the month of February, 2011. 46.85% went to the top 20 websites and 69.29% went to the top 100 websites.

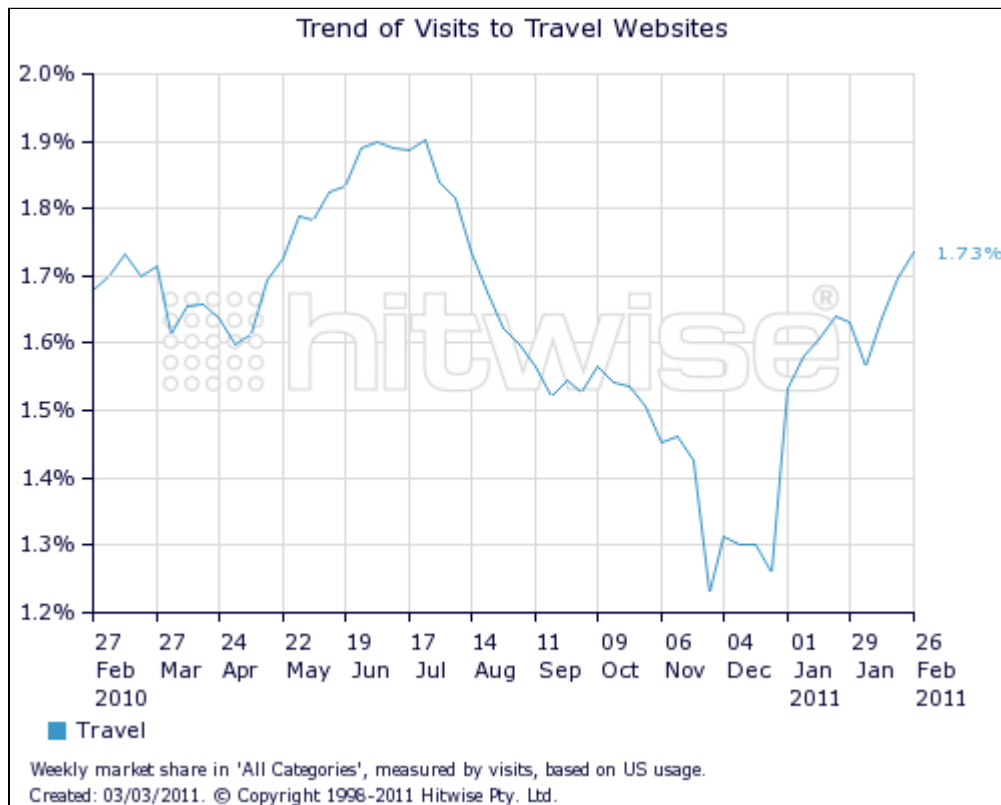
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 6 minutes, 52 seconds for the month of February, 2011. This is a minimal increase from last months average visit duration of 6 minutes, 48 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 February, 2011 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since January, 2011.

Websites that entered the Top 100 were:

| January, 2011 Rank | February, 2011 Rank | Website | Domain |
|--------------------|---------------------|-------------------|-----------------------|
| 157 | 42 | Spirit Airlines | www.spiritair.com |
| 114 | 63 | OnlineMapSite.com | www.onlinemapsite.com |
| 106 | 91 | Trip.com | www.trip.com |
| 101 | 95 | Hotel Guides | www.hotelguides.com |
| 107 | 99 | Rand McNally | www.randmcnally.com |

Websites that have left the Top 100 were:

| January, 2011 Rank | February, 2011 Rank | Website | Domain |
|--------------------|---------------------|--------------------------------------|-----------------------------|
| 26 | 6,334 | MyTrafficMaps.net | www.mytrafficmaps.net |
| 64 | 109 | Franceguide.com | www.franceguide.com |
| 95 | 178 | EzDrivingDirections | www.ezdrivingdirections.com |
| 97 | 106 | Wikimapia | www.wikimapia.org |
| 100 | 105 | Burlington Northern Santa Fe Railway | www.bnsf.com |

* Note: DNR = Did Not Rank

Source: Hitwise

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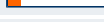
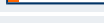



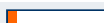
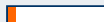




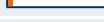
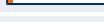
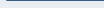

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of February, 2011 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: 13,780

Category Contribution Percentage: 1.67%

| Rank | Website | Domain | Market Share | Jan '11 | Dec '10 | Nov '10 |
|------|------------------------|---------------------|--|---------|---------|---------|
| 1. | Google Maps | maps.google.com | 14.66%  | 1 | 1 | 1 |
| 2. | MapQuest | www.mapquest.com | 5.95%  | 2 | 2 | 2 |
| 3. | Expedia | www.expedia.com | 3.29%  | 3 | 3 | 3 |
| 4. | Southwest Airlines | www.southwest.com | 2.45%  | 4 | 4 | 4 |
| 5. | priceline.com | www.priceline.com | 2.14%  | 5 | 5 | 7 |
| 6. | TripAdvisor | www.tripadvisor.com | 1.85%  | 6 | 8 | 8 |
| △ | 7. Travelocity | www.travelocity.com | 1.67%  | 8 | 12 | 10 |
| ▽ | 8. Bing maps | www.bing.com/maps | 1.65%  | 7 | 7 | 5 |
| △ | 9. Orbitz | www.orbitz.com | 1.59%  | 11 | 11 | 9 |
| ▽ | 10. Yahoo! Maps | maps.yahoo.com | 1.54%  | 9 | 6 | 6 |
| ▽ | 11. Yahoo! Travel | travel.yahoo.com | 1.32%  | 10 | 10 | 12 |
| 12. | Delta Air Lines | www.delta.com | 1.31%  | 12 | 9 | 11 |
| 13. | American Airlines | www.aa.com | 1.15%  | 13 | 13 | 14 |
| 14. | Hotwire | www.hotwire.com | 1.14%  | 14 | 16 | 15 |
| 15. | CheapOair.com | www.cheapoair.com | 1.09%  | 15 | 14 | 13 |
| 16. | JetBlue Airways | www.jetblue.com | 0.88%  | 16 | 15 | 16 |
| 17. | Kayak | www.kayak.com | 0.88%  | 17 | 17 | 17 |
| △ | 18. Hotels.com | www.hotels.com | 0.80%  | 20 | 25 | 24 |
| 19. | Marriott International | www.marriott.com | 0.76%  | 19 | 21 | 20 |
| △ | 20. Bing Travel | www.bing.com/travel | 0.73%  | 22 | 29 | 28 |

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 **02/26/2011**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.64%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,939 search terms.

| Rank | Search Term | Clicks | |
|------|-----------------------------|--------|--|
| 1. | mapquest | 3.64% | |
| 2. | google maps | 1.45% | |
| 3. | southwest airlines | 0.98% | |
| 4. | maps | 0.81% | |
| 5. | expedia | 0.58% | |
| 6. | map quest | 0.56% | |
| 7. | travelocity | 0.53% | |
| 8. | mapquest driving directions | 0.51% | |
| 9. | google earth | 0.48% | |
| 10. | cheap flights | 0.46% | |
| 11. | american airlines | 0.44% | |
| 12. | cheap tickets | 0.42% | |
| 13. | delta airlines | 0.39% | |
| 14. | continental airlines | 0.39% | |
| 15. | priceline | 0.35% | |
| 16. | orbitz | 0.30% | |
| 17. | mapquest.com | 0.29% | |
| 18. | driving directions | 0.28% | |
| 19. | jetblue | 0.27% | |
| 20. | united airlines | 0.27% | |
| 21. | google | 0.26% | |
| 22. | yahoo maps | 0.26% | |
| 23. | allegiant air | 0.24% | |
| 24. | airline tickets | 0.23% | |
| 25. | southwest | 0.23% | |
| 26. | delta | 0.23% | |
| 27. | spirit airlines | 0.22% | |
| 28. | us airways | 0.21% | |
| 29. | jet blue | 0.20% | |
| 30. | amtrak | 0.19% | |

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 35.38% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February, 2011 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 9.31% more upstream traffic from search engines than the internet average of 26.07%. The 'Travel' online industry sent 0.33% less downstream traffic to search engines than the internet average of 9.21%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of February, 2011:

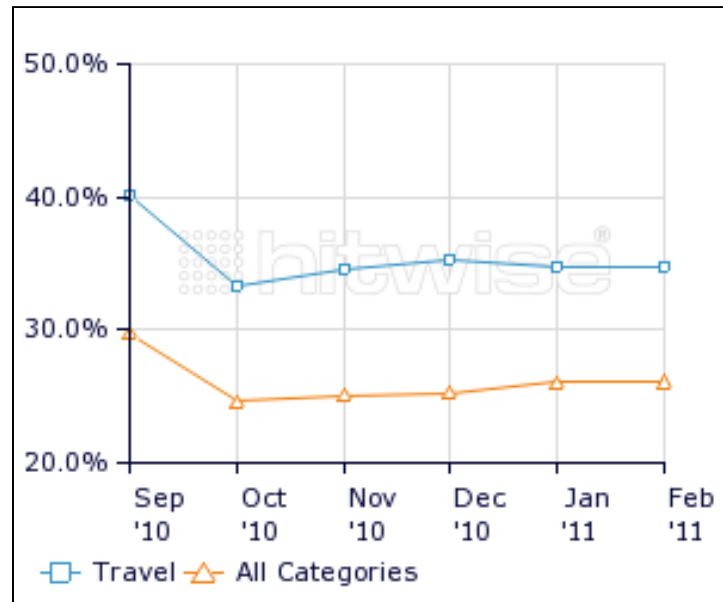
| Rank | Website | Upstream Clicks |
|------|------------------------------|-----------------|
| 1. | Google | 23.83% |
| 2. | Yahoo! Search | 4.51% |
| 3. | Bing | 4.12% |
| 4. | AOL Search | 0.54% |
| 5. | Ask | 0.49% |
| 6. | Google Canada | 0.12% |
| 7. | AOL Search for HP and Compaq | 0.09% |
| 8. | Yahoo! Everything | 0.09% |
| 9. | PCH Search & Win | 0.06% |
| 10. | bing Images | 0.05% |

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of February, 2011:

| Rank | Website | Downstream Clicks |
|------|---------------------|-------------------|
| 1. | Google | 5.56% |
| 2. | Bing | 1.09% |
| 3. | Yahoo! Search | 0.83% |
| 4. | Ask | 0.32% |
| 5. | bing Images | 0.15% |
| 6. | AOL Search | 0.13% |
| 7. | bing Videos | 0.06% |
| 8. | Yahoo! Image Search | 0.03% |
| 9. | Google Canada | 0.02% |
| 10. | USA.gov - Search | 0.02% |

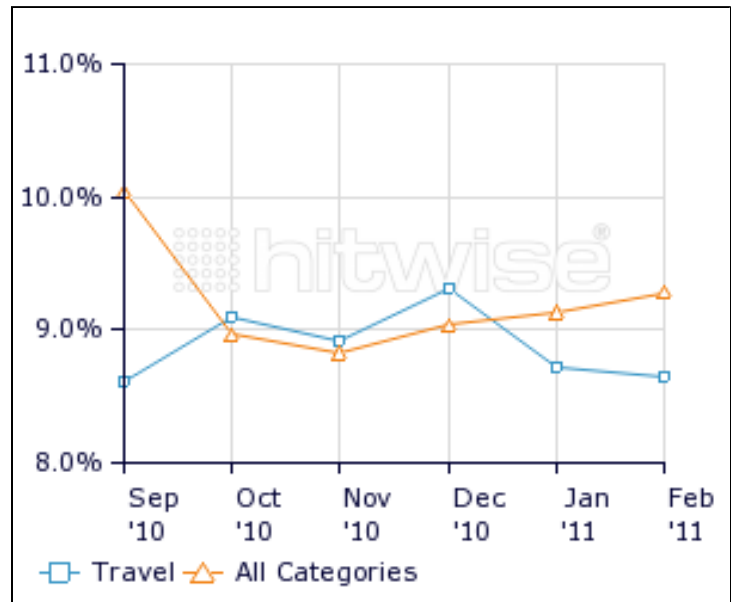
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.38% for the 6 months ending February, 2011



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.88% for the 6 months ending February, 2011

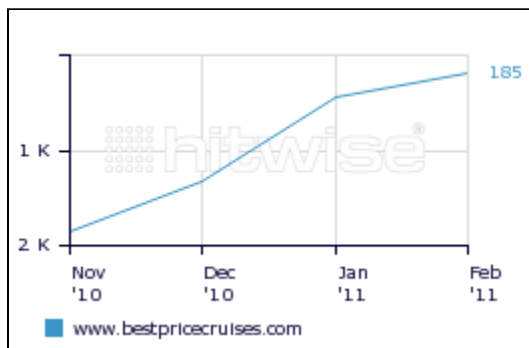


Travel - Fast Movers

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 February, 2011.

Best Price Cruises

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

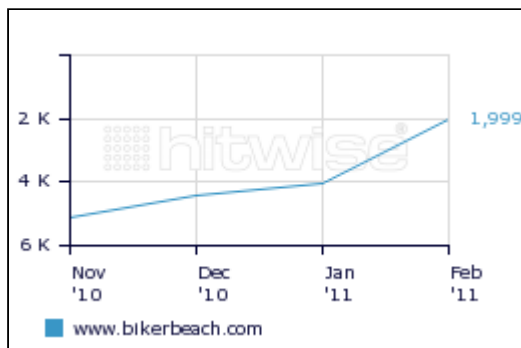


⚖ 264 places

Best Price Cruises offer a range of discount cruises on various cruise lines.

BikerBeach.com

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

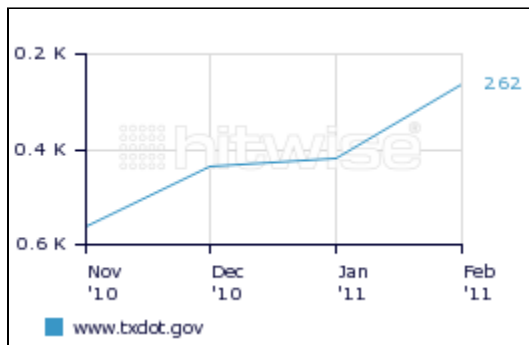


⚖ 2,018 places

BikerBeach.com features information on Daytona Beach area bike events.

Texas Department of Transportation

<http://www.txdot.gov/>

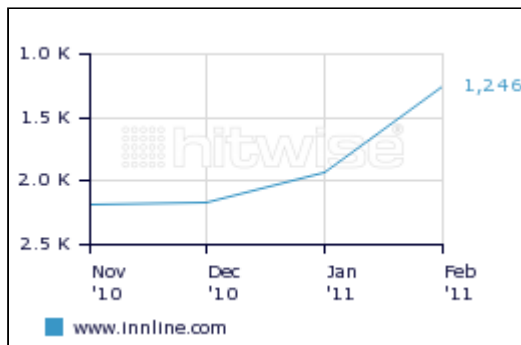


⚖ 157 places

This is the website for the Texas Department of Transportation.

www.innline.com

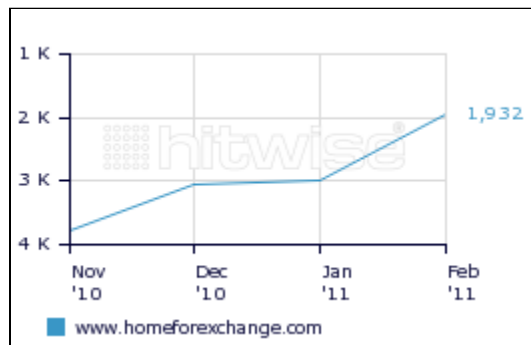
<http://www.innline.com/>



⚖ 688 places

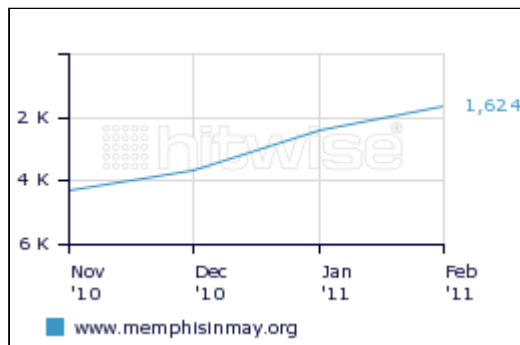
No description

Travel - Fast Movers (continued)

HomeForExchange.com<http://www.homeforexchange.com/>

1,064 places

HomeForExchange.com is a non-commercial website that lists houses, recreational vehicles and watercraft available for users to exchange while traveling.

Memphis in May<http://www.memphisinmay.org/>

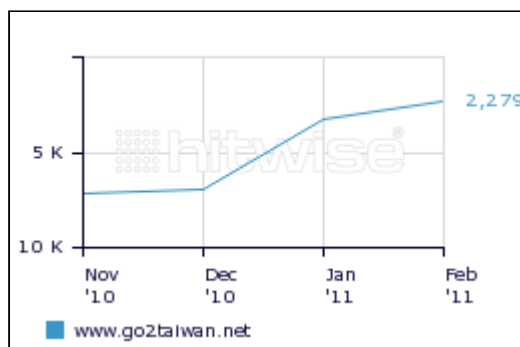
791 places

This website provides information about Memphis in May International Festival. Users can find information on travel, tickets and events.

AirportRentalCars<http://www.airportrentalcars.com/>

244 places

AirportRentalCars offers a comparison service for rental cars at the airport.

Taiwan<http://www.go2taiwan.net/>

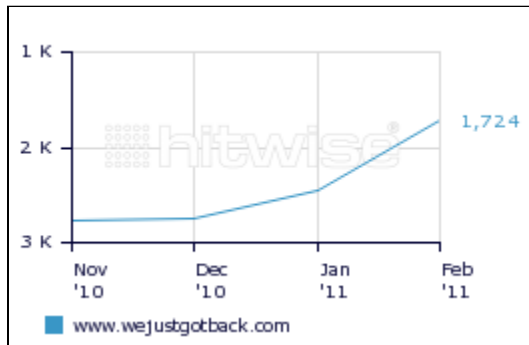
993 places

This website contains information about Taiwan. Features of the site includes useful travel information, culture, latest news, links, accommodation option, tour packages and an event calendar.

Travel - Fast Movers (continued)

We just got back

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

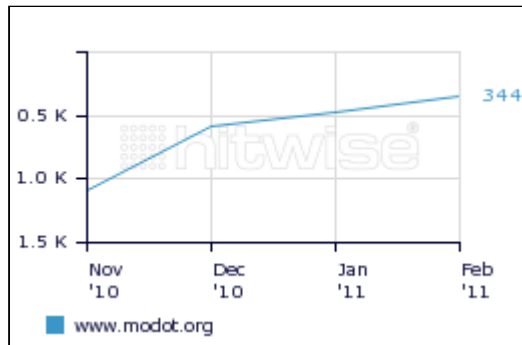


⚡ 728 places

We just got back is a website that offers family travel advice, reviews on family resorts and hotels, tips and ideas about traveling with kids.

Missouri Department of Transportation

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



⚡ 136 places

Missouri Department of Transportation provides information on the Missouri Department of Transportation and its leaders, direction, history and funding.

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.