

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

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



Traffic Distribution Analysis

38.92% of all visits to the online 'Travel' industry went to the top 10 websites for the month of February, 2010. 48.19% went to the top 20 websites and 69.58% went to the top 100 websites.

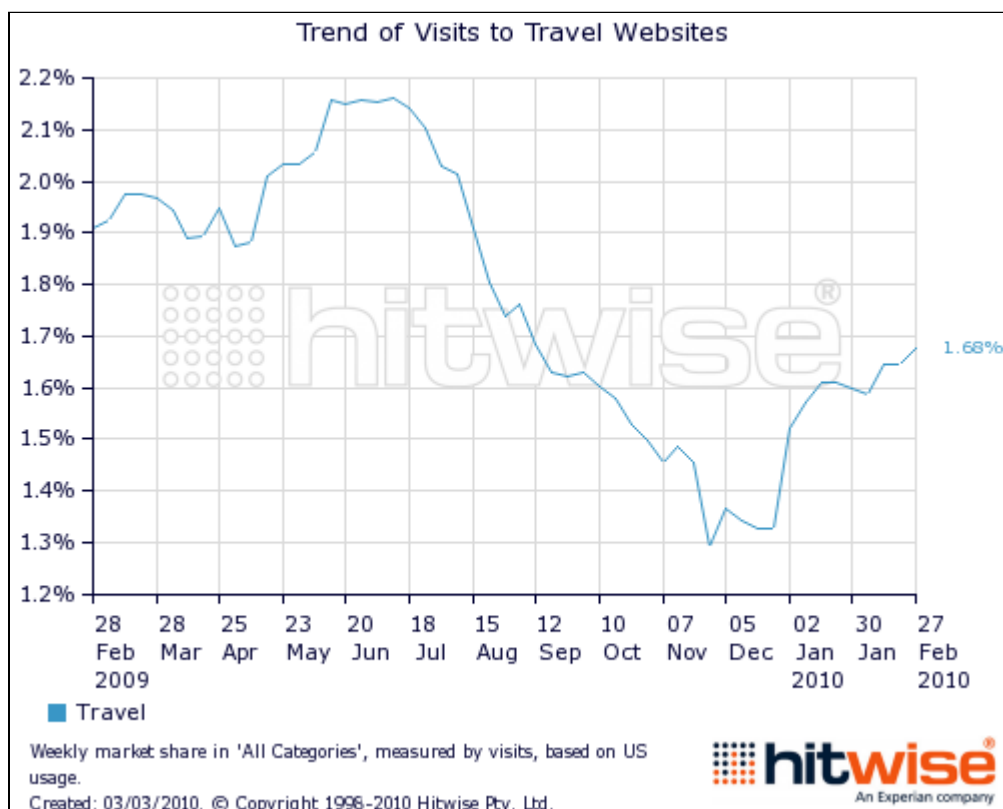
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 7 minutes, 45 seconds for the month of February, 2010. This is a minimal increase from last months average visit duration of 7 minutes, 41 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, 2010 based on visits was 6.0%, which means that 6 websites in this industry's Top 100 rankings have changed since January, 2010.

Websites that entered the Top 100 were:

January, 2010 Rank	February, 2010 Rank	Website	Domain
DNR	32	vPike.com	www.vpike.com
102	91	Metropolitan Transportation Authority - State of New York	www.mta.info
101	92	Mapsofworld.com	www.mapsofworld.com
112	94	Traffic.com	www.traffic.com
105	98	Burlington Northern Santa Fe Railway	www.bnsf.com
152	99	Washington Metropolitan Area Transit Authority	www.wmata.com

Websites that have left the Top 100 were:

January, 2010 Rank	February, 2010 Rank	Website	Domain
44	767	Northwest Airlines	www.nwa.com
61	2,053	Travelzoo SuperSearch	supersearch.travelzoo.com
79	102	Interval International	www.intervalworld.com
86	105	Travelzoo Airfare	airfare.travelzoo.com
91	103	Hawaiian Airlines	www.hawaiianair.com
100	157	TripCheck	www.tripcheck.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, 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: 12,713

Category Contribution Percentage: 1.65%

Rank	Website	Domain	Market Share	Jan '10	Dec '09	Nov '09
1.	Google maps	maps.google.com	14.59%	1	1	1
2.	MapQuest	www.mapquest.com	8.54%	2	2	2
3.	Expedia	www.expedia.com	3.47%	3	3	3
4.	Southwest Airlines	www.southwest.com	2.21%	4	4	4
5.	Travelocity	www.travelocity.com	1.99%	5	7	7
6.	priceline.com	www.priceline.com	1.89%	6	6	6
△	7. TripAdvisor	www.tripadvisor.com	1.68%	8	10	10
▽	8. Yahoo! Maps	maps.yahoo.com	1.64%	7	5	5
9.	Orbitz	www.orbitz.com	1.58%	9	9	8
△	10. Delta Air Lines	www.delta.com	1.34%	12	11	12
▽	11. Bing maps	www.bing.com/maps	1.32%	10	8	9
△	12. Hotwire	www.hotwire.com	1.17%	13	14	14
▽	13. Yahoo! Travel	travel.yahoo.com	1.15%	11	12	11
△	14. cheapoair.com	www.cheapoair.com	0.98%	15	15	15
▽	15. American Airlines	www.aa.com	0.94%	14	13	13
16.	bookingbuddy	www.bookingbuddy.com	0.81%	16	19	19
△	17. Lowfares.com	www.lowfares.com	0.75%	18	17	18
△	18. Kayak	www.kayak.com	0.74%	22	26	27
19.	Cheap Tickets	www.cheaptickets.com	0.72%	19	18	17
20.	Hotels.com	www.hotels.com	0.70%	20	25	26

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 **02/27/2010**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **2.98%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 49,936 search terms.

Rank	Search Term	Clicks	
1.	mapquest	2.98%	
2.	mapquest driving directions	1.52%	
3.	google maps	1.17%	
4.	maps	0.87%	
5.	southwest airlines	0.82%	
6.	google earth	0.58%	
7.	map quest	0.58%	
8.	expedia	0.49%	
9.	cheap flights	0.48%	
10.	travelocity	0.47%	
11.	delta airlines	0.46%	
12.	mapquest.com	0.41%	
13.	cheap tickets	0.36%	
14.	american airlines	0.35%	
15.	yahoo maps	0.31%	
16.	driving directions	0.28%	
17.	priceline	0.28%	
18.	united airlines	0.27%	
19.	map	0.26%	
20.	orbitz	0.23%	
21.	continental airlines	0.23%	
22.	airline tickets	0.22%	
23.	jet blue	0.21%	
24.	hotels.com	0.20%	
25.	us airways	0.20%	
26.	allegiant air	0.19%	
27.	expedia.com	0.18%	
28.	google	0.16%	
29.	carnival cruise	0.16%	
30.	amtrak	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 38.78% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of February, 2010 were 'Google', 'Yahoo! Search' and 'Bing'.

The 'Travel' online industry received 8.83% more upstream traffic from search engines than the internet average of 29.95%. The 'Travel' online industry sent 1.76% less downstream traffic to search engines than the internet average of 10.26%.

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

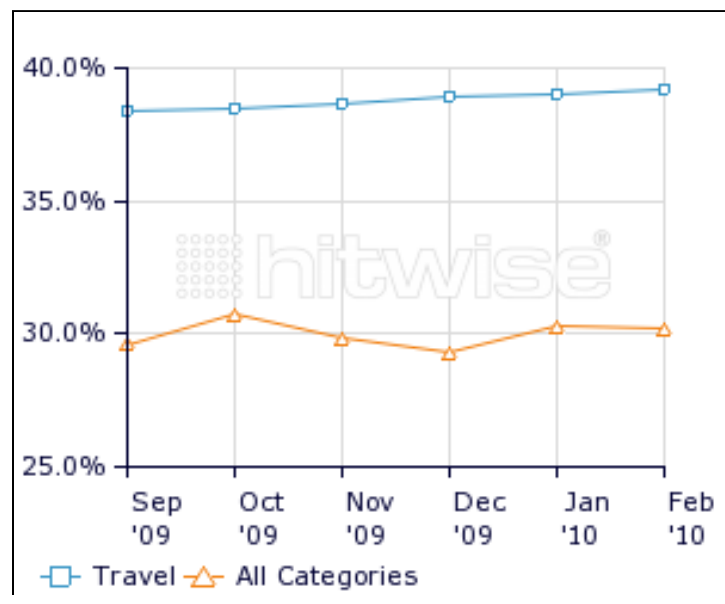
Rank	Website	Upstream Clicks
1.	Google	29.17%
2.	Yahoo! Search	4.27%
3.	Bing	3.05%
4.	Ask	0.61%
5.	Google Images	0.45%
6.	AOL Search	0.35%
7.	Google Canada	0.12%
8.	Yahoo! Everything	0.10%
9.	Dogpile	0.08%
10.	mywebsearch	0.08%

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

Rank	Website	Downstream Clicks
1.	Google	5.10%
2.	Bing	0.88%
3.	Yahoo! Search	0.71%
4.	Google Images	0.38%
5.	Ask	0.34%
6.	AOL Search	0.14%
7.	mywebsearch	0.06%
8.	Bing Image Search	0.06%
9.	WebCrawler	0.03%
10.	Info.com	0.03%

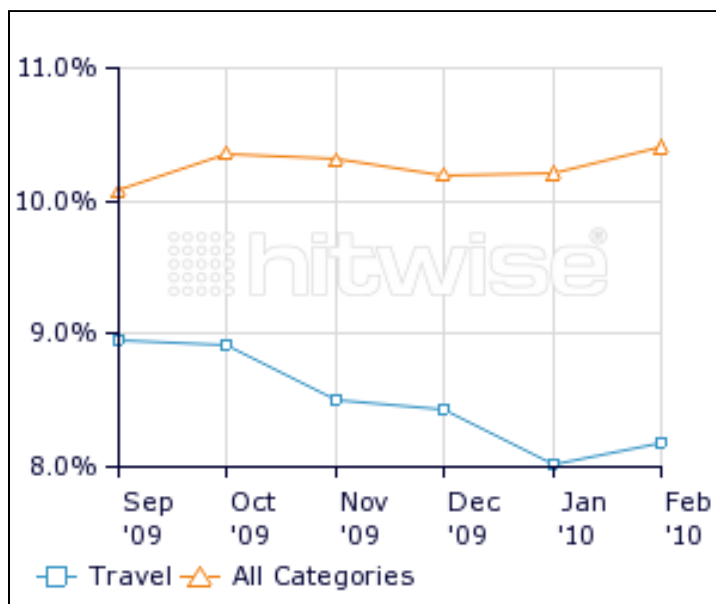
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 38.78% for the 6 months ending February, 2010



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.50% for the 6 months ending February, 2010

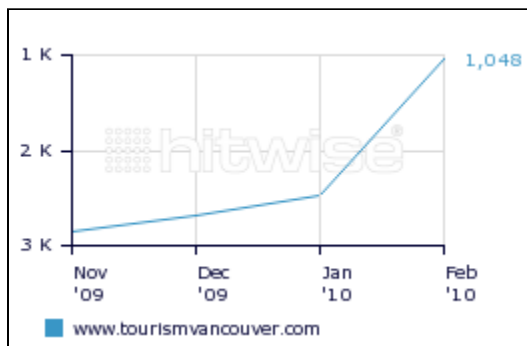


Travel - Fast Movers

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 February, 2010.

TourismVancouver.com

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

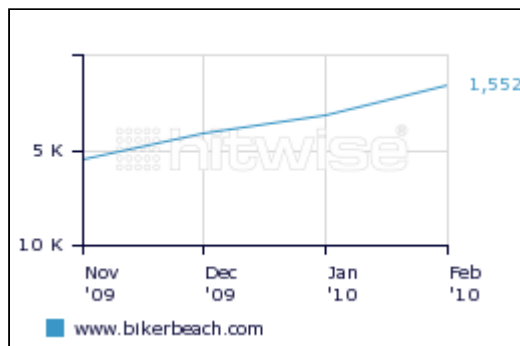


▲ 1,416 places

The site offers travel resources to Vancouver, Canada, and hotel and package information.

BikerBeach.com

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

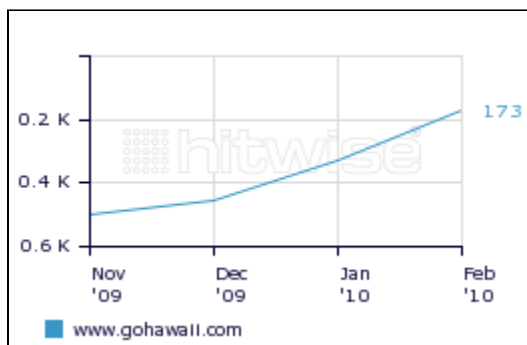


▲ 1,573 places

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

Gohawaii.com

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

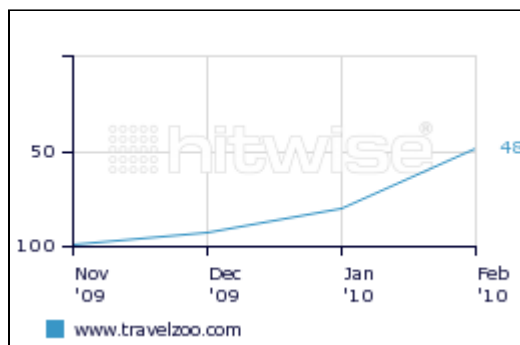


▲ 157 places

The site provides a comprehensive guide to Hawaii.

Travelzoo

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

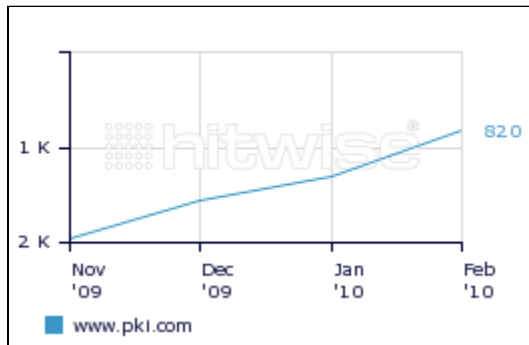


▲ 32 places

Travelzoo provides links to travel agencies, as well as details on international air-fares, packaged tours, car rental and cruises.

Travel - Fast Movers (continued)

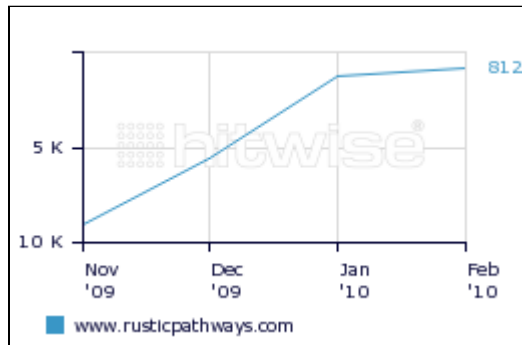
Paramount's King's Island
<http://www.pki.com/>



⚖ 489 places

Promotion for Paramount Studios' theme parks.

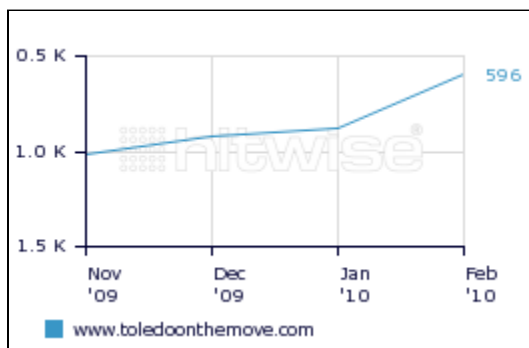
Rustic Pathways
<http://www.rusticpathways.com/>



⚖ 417 places

This website contains information about a selection of community orientated 'year abroad' packages aimed at young people.

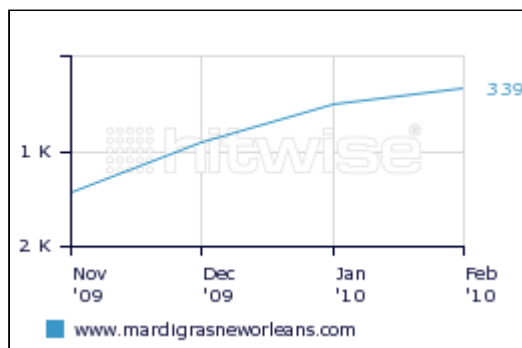
Toledo on the Move
<http://www.toledoonthemove.com/>



⚖ 287 places

Toledo on the Move is an online travel website for Toledo, Ohio.

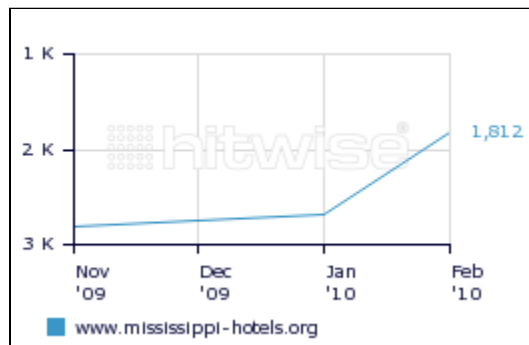
www.mardigrasneworleans.com
<http://www.mardigrasneworleans.com/>



⚖ 163 places

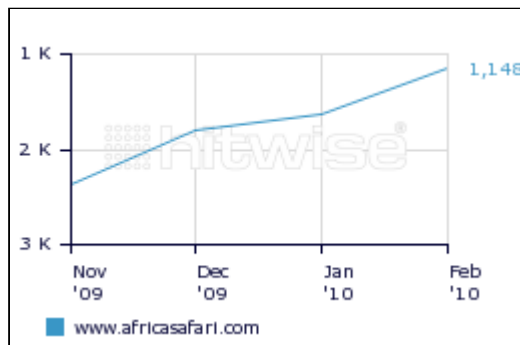
No description

Travel - Fast Movers (continued)

Mississippi Hotels<http://www.mississippi-hotels.org/>

863 places

Mississippi Hotels provides information about hotels in Mississippi. Users can search and view hotel facilities.

Africa Safaris<http://www.africasafari.com/>

489 places

This site provides a guide to Safaris in Africa. Users can search by tour operator, country and time of year.

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.