

Hitwise Monthly Category Report - Travel

Based on US Internet usage
for the the month of May, 2007

Traffic Distribution Analysis

39.07% of all visits to the online 'Travel' industry went to the top 10 websites for the month of May, 2007. 48.36% went to the top 20 websites and 69.75% went to the top 100 websites.

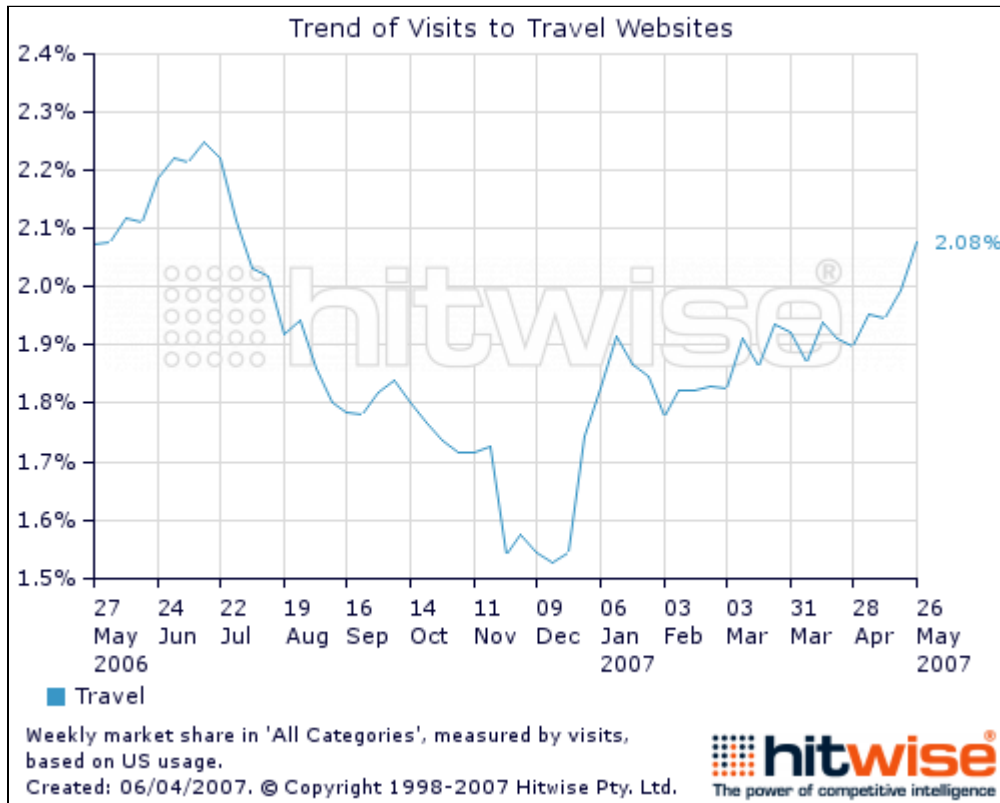
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 22 seconds for the month of May, 2007. This is a minimal decrease from last months average visit duration of 8 minutes, 29 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, 2007 based on visits was 7.0%, which means that 7 websites in this industry's Top 100 rankings have changed since April, 2007.

Websites that entered the Top 100 were:

April, 2007 Rank	May, 2007 Rank	Website	Domain
103	63	Franceguide.com	www.franceguide.com
104	75	Travelation	www.travelation.com
1,598	80	Destinia.com	www.destinia.com
126	92	Recreation One-Stop	www.recreation.gov
102	93	Concierge.com	www.concierge.com
122	95	KOA Campgrounds of America	www.koa.com
108	97	Super 8 Motels	www.super8.com

Websites that have left the Top 100 were:









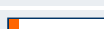
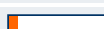








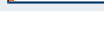

April, 2007 Rank	May, 2007 Rank	Website	Domain
25	DNR	maps.live.com	maps.live.com
67	152	Travel Vouchers	www.travelvouchers.org
89	269	MSN MapPoint	mappoint.msn.com
90	104	Travelzoo Vacations	vacations.travelzoo.com
92	112	Rail Europe	www.raileurope.com
96	110	Starwood	www.starwoodhotels.com
99	106	Maps.com	www.maps.com

* Note: DNR = Did Not Rank

Source: Hitwise

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of May, 2007 based on visits.

Rank	Website	Domain	Market Share	Apr '07	Mar '07	Feb '07
1.	MapQuest	www.mapquest.com	13.00% 	1	1	1
△	2. Google Maps	maps.google.com	3.97% 	3	4	7
▽	3. Yahoo! Maps	maps.yahoo.com	3.77% 	2	3	3
4.	Expedia	www.expedia.com	3.47% 	4	2	2
△	5. Priceline.com	www.priceline.com	2.85% 	9	9	10
6.	Southwest Airlines	www.southwest.com	2.77% 	6	7	5
7.	Travelocity	www.travelocity.com	2.69% 	7	6	4
▽	8. Cheap Tickets	www.cheaptickets.com	2.65% 	5	8	8
▽	9. Orbitz	www.orbitz.com	2.55% 	8	5	6
10.	Yahoo! Travel	travel.yahoo.com	1.36% 	10	10	9
11.	American Airlines	www.aa.com	1.11% 	11	11	11
△	12. Hotels.com	www.hotels.com	1.08% 	14	13	15
△	13. Local Live	local.live.com	1.08% 	23	16	19
▽	14. Hotwire	www.hotwire.com	1.07% 	13	15	13
▽	15. Delta Air Lines	www.delta.com	1.03% 	12	12	12
▽	16. TripAdvisor	www.tripadvisor.com	0.90% 	15	14	14
△	17. BookingBuddy.com	www.bookingbuddy.com	0.86% 	40	41	44
△	18. Kayak	www.kayak.com	0.77% 	19	20	22
▽	19. CheapoAir.com	www.cheapoair.com	0.69% 	17	24	25
20.	US Airways	www.usairways.com	0.69% 	20	18	18

Note: DNR = Did Not Rank







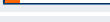

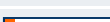


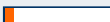







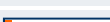
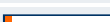
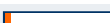
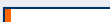
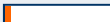






Note - the Hitwise data featured is based on US market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US Internet users. Hitwise ranks over 1 million unique websites on a daily basis, including sub-domains of larger websites. 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 **05/26/2007**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.72%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 274,925 search terms.

Rank	Search Term	Volume
1.	mapquest	3.72% 
2.	map quest	1.20% 
3.	maps	0.87% 
4.	mapquest.com	0.82% 
5.	southwest airlines	0.63% 
6.	driving directions	0.52% 
7.	travelocity	0.51% 
8.	expedia	0.46% 
9.	orbitz	0.37% 
10.	www.mapquest.com	0.34% 
11.	american airlines	0.33% 
12.	expedia.com	0.31% 
13.	airline tickets	0.30% 
14.	google earth	0.28% 
15.	cheap tickets	0.28% 
16.	map	0.27% 
17.	directions	0.26% 
18.	amtrak	0.24% 
19.	cheap airline tickets	0.23% 
20.	hotels	0.22% 
21.	hotels.com	0.22% 
22.	delta airlines	0.22% 
23.	cheap flights	0.21% 
24.	yahoo maps	0.20% 
25.	united airlines	0.20% 
26.	travel	0.19% 
27.	southwest	0.19% 
28.	google maps	0.19% 
29.	continental airlines	0.18% 
30.	airlines	0.18% 

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 30.43% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of May, 2007 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 7.82% more upstream traffic from search engines than the internet average of 22.61%. The 'Travel' online industry sent 1.04% less downstream traffic to search engines than the internet average of 9.25%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of May, 2007:

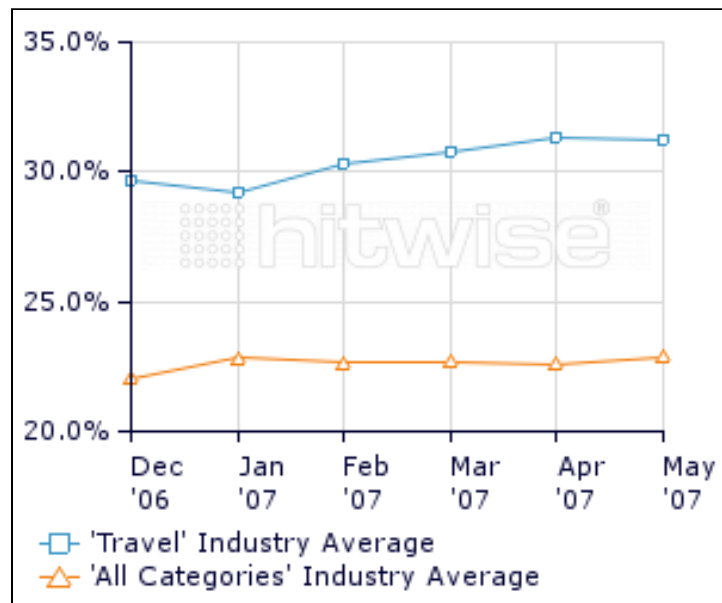
Rank	Website	Upstream Share
1.	Google	19.99%
2.	Yahoo! Search	5.39%
3.	MSN Search	2.83%
4.	Ask.com	0.78%
5.	Google Image Search	0.33%
6.	My Web Search	0.29%
7.	AOL Search	0.26%
8.	Windows Live Search	0.23%
9.	Dogpile	0.17%
10.	Yahoo! Image Search	0.04%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of May, 2007:

Rank	Website	Downstream Share
1.	Google	4.63%
2.	Yahoo! Search	1.25%
3.	MSN Search	0.58%
4.	Windows Live Search	0.34%
5.	Ask.com	0.24%
6.	AOL Search	0.22%
7.	Google Image Search	0.16%
8.	My Web Search	0.13%
9.	Dogpile	0.05%
10.	Yahoo! Image Search	0.05%

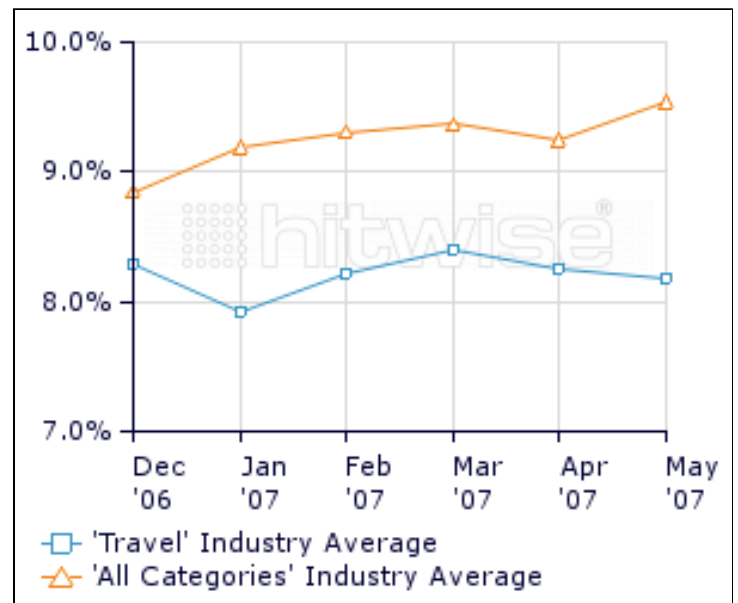
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 30.43% for the 6 months ending May, 2007



Downstream Search Engine Traffic Trend

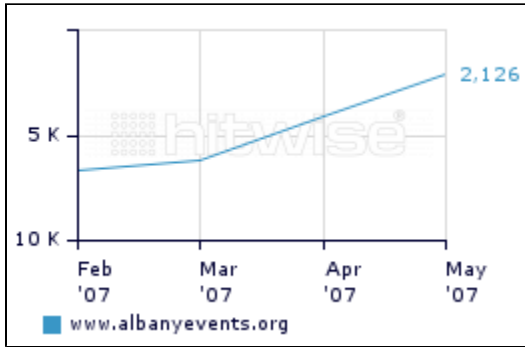
The average percentage of downstream search engine traffic for the 'Travel' industry was 8.21% for the 6 months ending May, 2007



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, 2007.

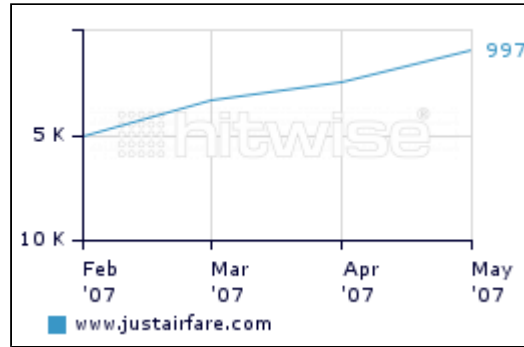
Albany Special Events
<http://www.albanyevents.org/>



△ 1,918 places

This site features information on Albany Special Events, such as Tulip Fest, Alive at Five and Albany Riverfest.

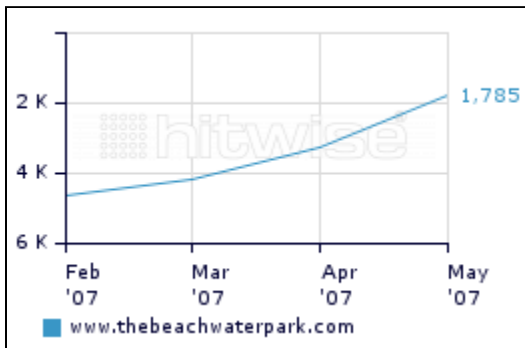
JustAirFare.com
<http://www.justairfare.com/>



△ 1,450 places

JustAirFare.com is a travel site that specialises in providing customers with a large database of negotiated rates for travel services.

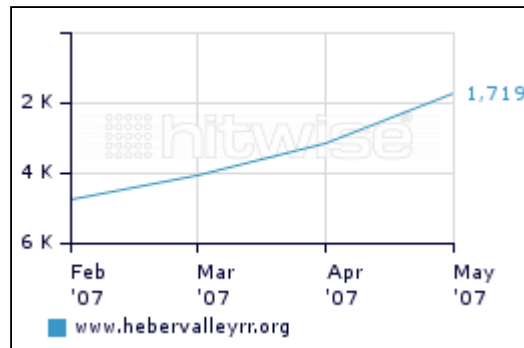
The Beach Waterpark
<http://www.thebeachwaterpark.com/>



△ 1,448 places

The Beach Waterpark is located in Greater Cincinnati Ohio. Details include attractions and ticketing.

Heber Valley Railroad
<http://www.hebervalleyrr.org/>

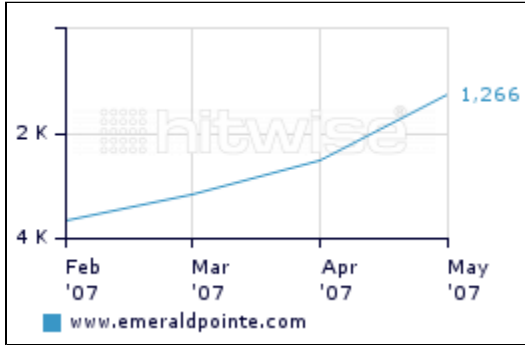


△ 1,406 places

The website for Heber Valley Railroad has information about the attraction and a history.

Travel - Fast Movers (continued)

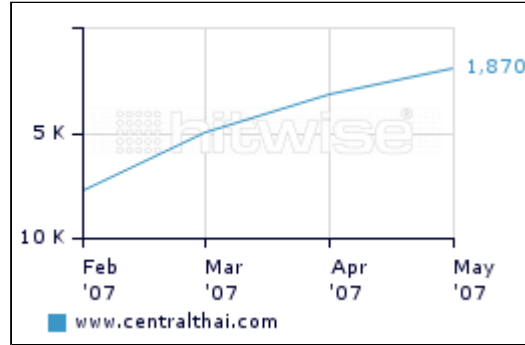
Wet 'n Wild Emerald Point
<http://www.emeraldpointe.com/>



△ 1,249 places

This site features information on Wet 'n Wild Emerald Point, situated in Greensboro, NC.

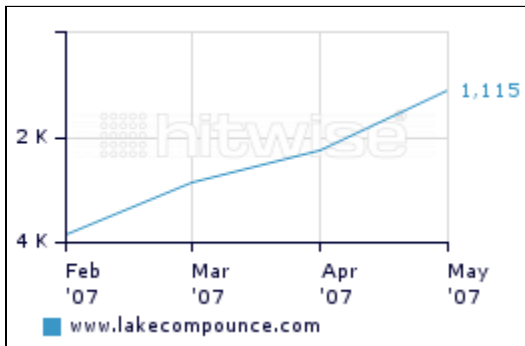
www.centralthai.com
<http://www.centralthai.com/>



△ 1,301 places

No description

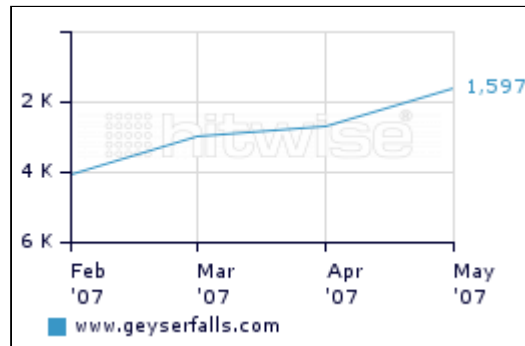
Lake Compounce Theme Park
<http://www.lakecompounce.com/>



△ 1,115 places

This site features information on New England's, Lake Compounce Theme Park and its various rides, attractions and events.

Geyser Falls Water Park
<http://www.geyserfalls.com/>



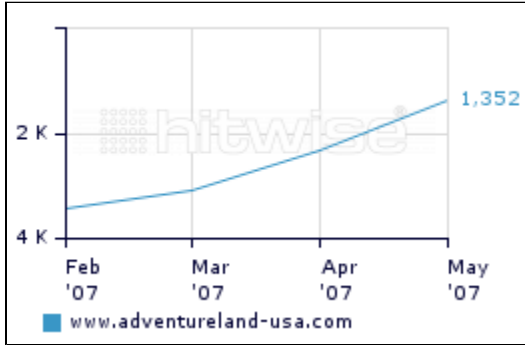
△ 1,111 places

The website for Geyser Falls Water Park has information for the theme park, including attractions, prices and directions.

Travel - Fast Movers (continued)

Adventureland USA

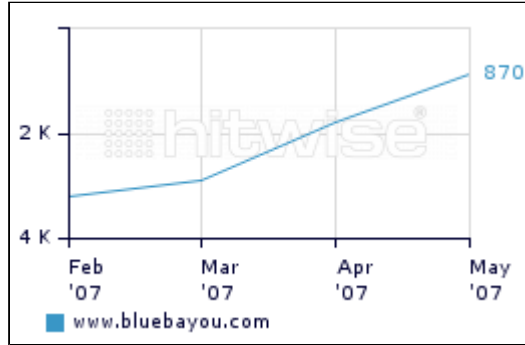
<http://www.adventureland-usa.com/>



🏠 977 places

Blue Bayou Water Park

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



🏠 930 places

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

The website for Blue Bayou Water Park has information about it, locations, attractions and tickets.

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 Session Duration'. 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.