

Hitwise Monthly Category Report - Travel

Hitwise Custom Report for Travel

Based on US Internet usage
for the month of October, 2008

Traffic Distribution Analysis

39.56% of all visits to the online 'Travel' industry went to the top 10 websites for the month of October, 2008. 48.17% went to the top 20 websites and 68.52% went to the top 100 websites.

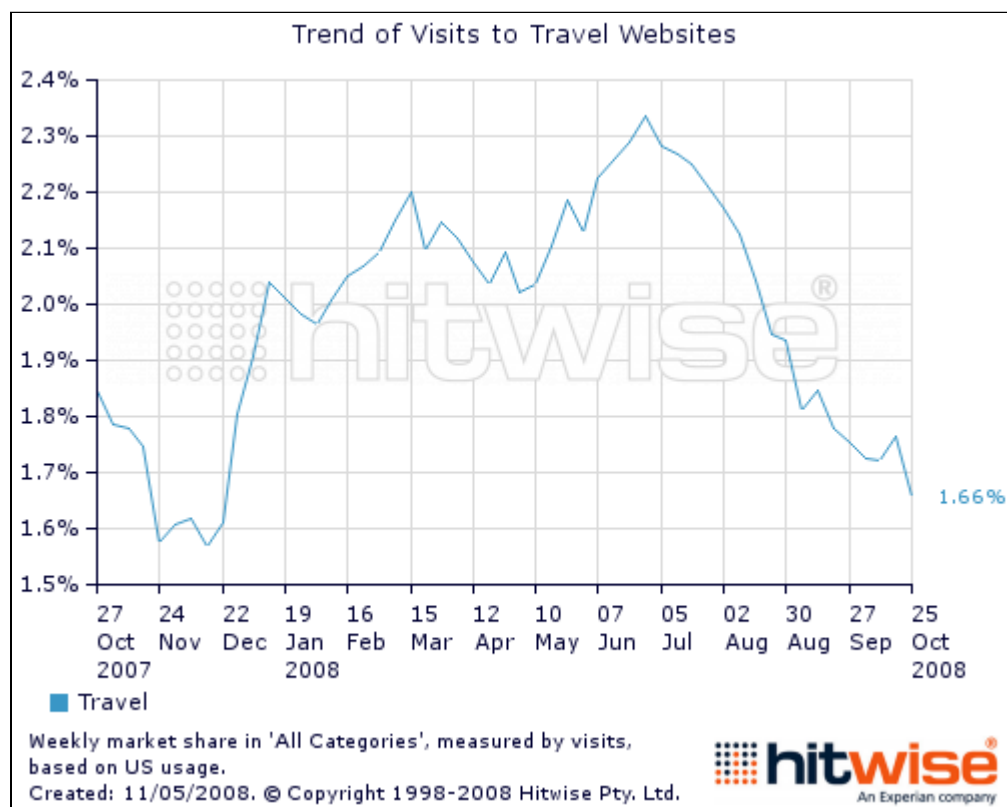
Source: Hitwise

Visit Duration Analysis

The average visit duration for visits to the online 'Travel' industry was 8 minutes, 53 seconds for the month of October, 2008. This is a minimal decrease from last months average visit duration of 8 minutes, 58 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 October, 2008 based on visits was 9.0%, which means that 9 websites in this industry's Top 100 rankings have changed since September, 2008.

Websites that entered the Top 100 were:

September, 2008 Rank	October, 2008 Rank	Website	Domain
296	51	Weekend Getaways	www.weekendgateways.biz
1,082	55	GuidesforTravel.com	www.guidesfortravel.com
193	73	MapQuest - Local	local.mapquest.com
109	87	Travel Channel	www.travelchannel.com
107	93	MapQuest Gas Prices	gasprices.mapquest.com
341	96	Pumpkin Patches And More	www.pumpkinpatchesandmore.org
DNR	97	JustTravelIn	www.justravelin.com
119	98	TravelNow.com	www.travelnow.com
260	100	www.GOSOEZ.com	www.gosoez.com

Sites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

September, 2008 Rank	October, 2008 Rank	Website	Domain
50	109	Universal Ride	www.universalride.net
59	105	Travelzoo	www.travelzoo.com
88	108	ReserveAmerica.com	www.reserveamerica.com
92	114	Trails.com	www.trails.com
94	120	Interval International	www.intervalworld.com
95	112	Cruise Critic Message Boards	boards.cruisecritic.com
98	117	Hotel-Guides.us	www.hotel-guides.us
99	101	Metropolitan Transportation Authority - State of New York	www.mta.info
100	116	MGM Mirage - Reservations	reservations.mgmmirage.com

* Note: DNR = Did Not Rank

Source: Hitwise

Hitwise Monthly Category Report - Travel

4

Travel - Website Ranks

The table below shows the Top 20 websites in the 'Travel' online industry for the month of October, 2008 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: 12,681

Category Contribution Percentage: 1.69%

Rank	Website	Domain	Market Share	Sep '08	Aug '08	Jul '08
1.	MapQuest	www.mapquest.com	13.06%	1	1	1
2.	Google Maps	maps.google.com	10.01%	2	2	2
3.	Yahoo! Maps	maps.yahoo.com	3.32%	3	4	4
4.	Expedia	www.expedia.com	2.64%	4	3	3
5.	Southwest Airlines	www.southwest.com	2.56%	5	5	5
6.	Travelocity	www.travelocity.com	2.06%	6	6	6
7.	Orbitz	www.orbitz.com	1.65%	7	7	7
△	8. Priceline.com	www.priceline.com	1.57%	9	8	8
▽	9. Yahoo! Travel	travel.yahoo.com	1.54%	8	9	9
10.	Cheap Tickets	www.cheaptickets.com	1.15%	10	10	10
11.	American Airlines	www.aa.com	1.11%	11	12	14
12.	Delta Air Lines	www.delta.com	1.05%	12	13	15
△	13. Local Live	local.live.com	0.97%	14	16	18
▽	14. TripAdvisor	www.tripadvisor.com	0.97%	13	11	11
15.	Hotwire	www.hotwire.com	0.84%	15	15	12
△	16. CheapoAir.com	www.cheapoair.com	0.80%	17	25	20
▽	17. Kayak	www.kayak.com	0.80%	16	17	16
△	18. Northwest Airlines	www.nwa.com	0.72%	19	21	21
△	19. United Airlines	www.united.com	0.68%	20	20	25
▽	20. Hotels.com	www.hotels.com	0.67%	18	14	13

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 **10/25/2008**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **3.93%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 229,359 search terms.

Rank	Search Term	Clicks	
1.	mapquest	3.93%	
2.	map quest	1.10%	
3.	mapquest driving directions	0.97%	
4.	maps	0.86%	
5.	southwest airlines	0.77%	
6.	google maps	0.70%	
7.	mapquest.com	0.55%	
8.	google earth	0.52%	
9.	expedia	0.49%	
10.	travelocity	0.48%	
11.	driving directions	0.47%	
12.	american airlines	0.31%	
13.	orbitz	0.30%	
14.	www.mapquest.com	0.25%	
15.	yahoo maps	0.24%	
16.	cheap flights	0.23%	
17.	united airlines	0.23%	
18.	amtrak	0.23%	
19.	continental airlines	0.23%	
20.	map	0.23%	
21.	priceline	0.23%	
22.	cheap tickets	0.22%	
23.	directions	0.21%	
24.	delta airlines	0.19%	
25.	expedia.com	0.19%	
26.	map quest driving directions	0.18%	
27.	us airways	0.17%	
28.	jet blue	0.16%	
29.	hotels.com	0.15%	
30.	google	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 35.09% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of October, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Travel' online industry received 10.17% more upstream traffic from search engines than the internet average of 24.92%. The 'Travel' online industry sent 1.44% less downstream traffic to search engines than the internet average of 9.49%.

Top Upstream Search Engines BEFORE Visiting the 'Travel' industry for the month of October, 2008:

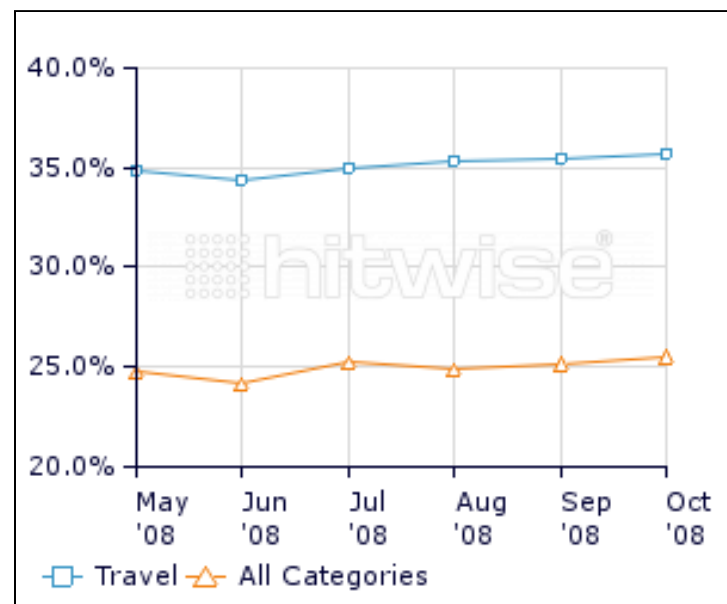
Rank	Website	Upstream Share
1.	Google	26.41%
2.	Yahoo! Search	5.02%
3.	MSN Search	1.54%
4.	Ask.com	0.65%
5.	Google Image Search	0.38%
6.	Windows Live Search	0.32%
7.	My Web Search	0.24%
8.	AOL Search	0.22%
9.	Dogpile	0.12%
10.	GoodSearch.com	0.04%

Top Downstream Search Engines AFTER Visiting the 'Travel' industry for the month of October, 2008:

Rank	Website	Downstream Share
1.	Google	5.26%
2.	Yahoo! Search	1.00%
3.	Google Image Search	0.32%
4.	Ask.com	0.27%
5.	MSN Search	0.24%
6.	AOL Search	0.18%
7.	Windows Live Search	0.14%
8.	My Web Search	0.10%
9.	Yahoo! Image Search	0.05%
10.	Dogpile	0.04%

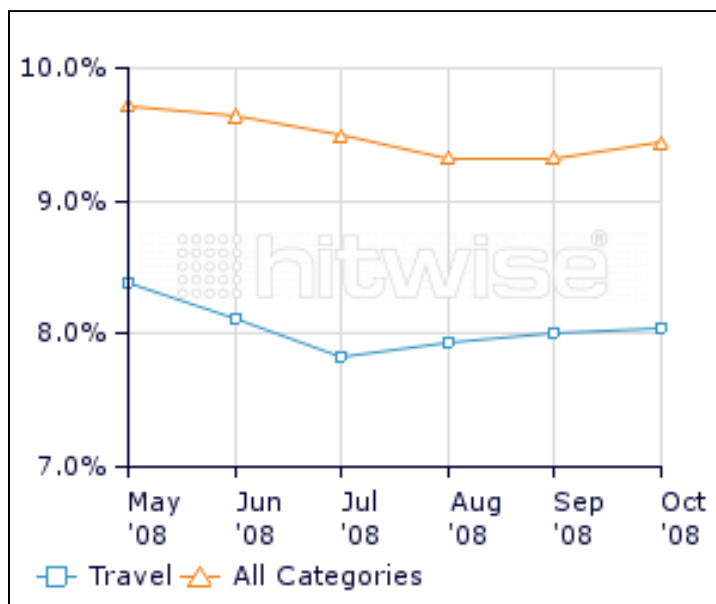
Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Travel' industry was 35.09% for the 6 months ending October, 2008



Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Travel' industry was 8.04% for the 6 months ending October, 2008

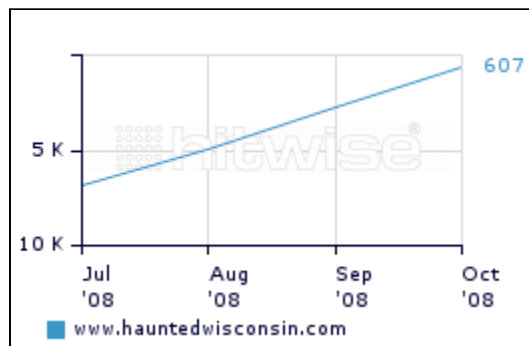


Travel - Fast Movers

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 October, 2008.

Haunted Wisconsin

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

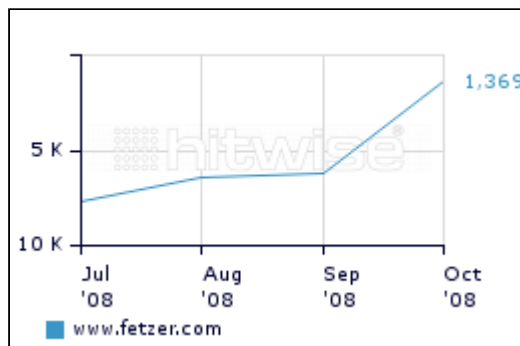


△ 2,129 places

Haunted Wisconsin features information on haunted attractions and Halloween events in Wisconsin.

Fetzer Vineyards

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

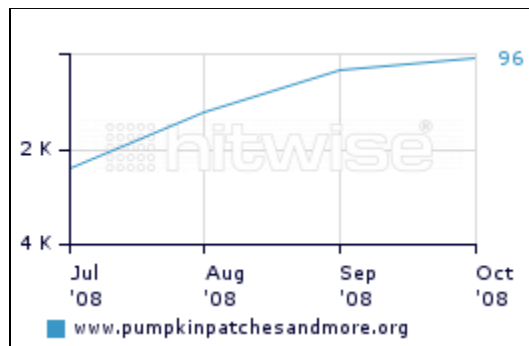


△ 4,805 places

This website contains information about Fetzer Vineyards' wines and estate, which is open to visitors. The site also provides information on the processes used at this Californian vineyard.

Pumpkin Patches And More

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

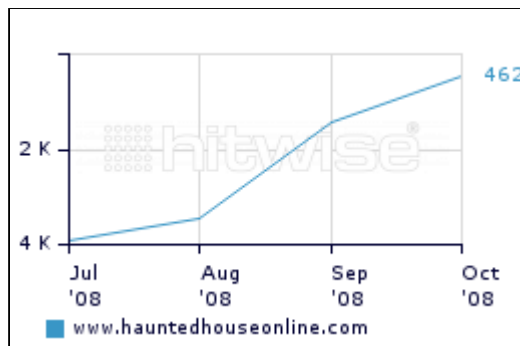


△ 245 places

This is an online state by state directory of pumpkin patches, corn mazes, and other Halloween related amusements.

Haunted House Online

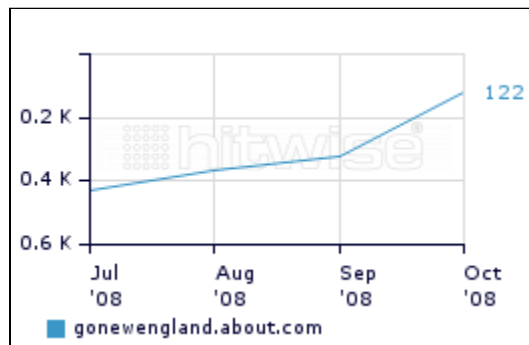
<http://www.hauntedhouseonline.com/>



△ 972 places

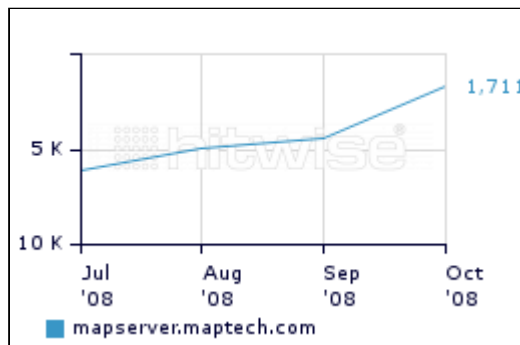
Haunted House Online features information on haunted houses and Halloween attractions throughout America.

Travel - Fast Movers (continued)

New England for Visitors<http://gonewengland.about.com/>

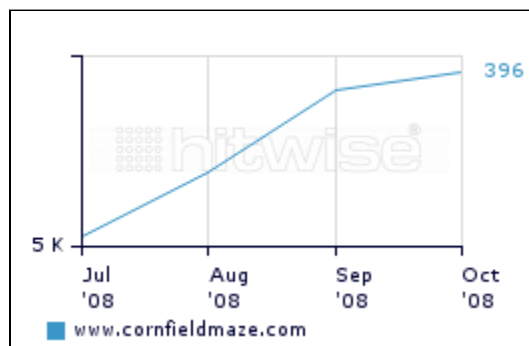
⚖ 198 places

Part of the About.com network, New England for Visitors features a range of information about activities and events in New England.

Maptech MapServer<http://mapserver.maptech.com/>

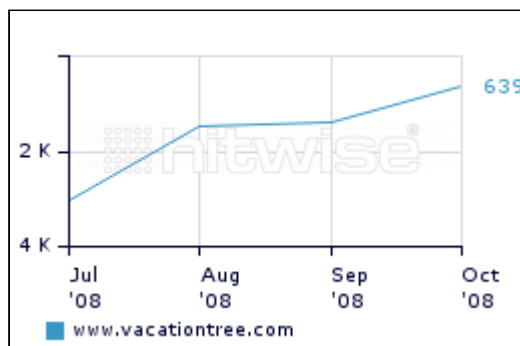
⚖ 2,739 places

The Maptech MapServer website contains topographic, nautical navigation charts and aeronautical photographs for all states in the US.

The MAiZE<http://www.cornfieldmaze.com/>

⚖ 508 places

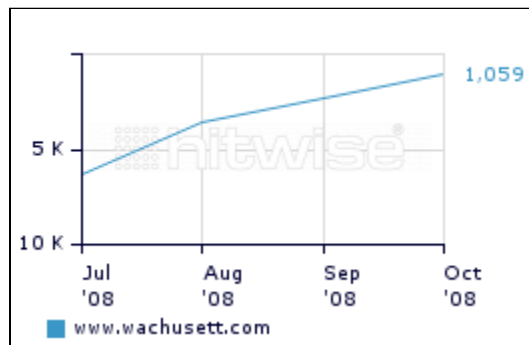
This site features information on mazes created in crop fields around the United States and Canada, as well as internationally.

Vacation Tree<http://www.vacationtree.com/>

⚖ 766 places

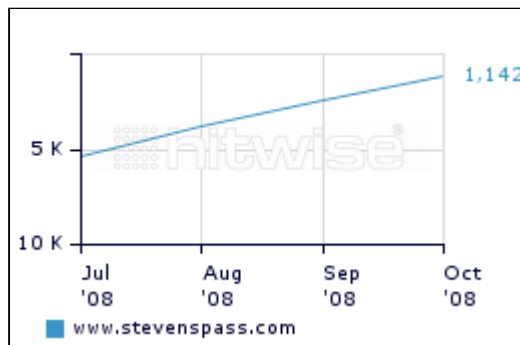
Vacation Tree is a comprehensive directory of vacation destinations and travel resources. The site allows users to search via the listed categories, or the search tool.

Travel - Fast Movers (continued)

Wachusett Mountain<http://www.wachusett.com/>

1,253 places

This site features information on Wachusett Mountain and its resort, ski fields, attractions and special events.

Stevens Pass<http://www.stevenspass.com/>

1,282 places

This website contains the homepage for the Stevens Pass snow and ski resort. The website contains weather details, a mountain guide, webcam, accommodation directory and employment opportunity listings.

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.