

Hitwise Monthly Travel Category Report

Based on US Internet usage
for the the month of September, 2006

Travel - Website Ranks

The table below shows the Top 20 sites in the 'Travel' online industry for the month of September, 2006 based on visits.

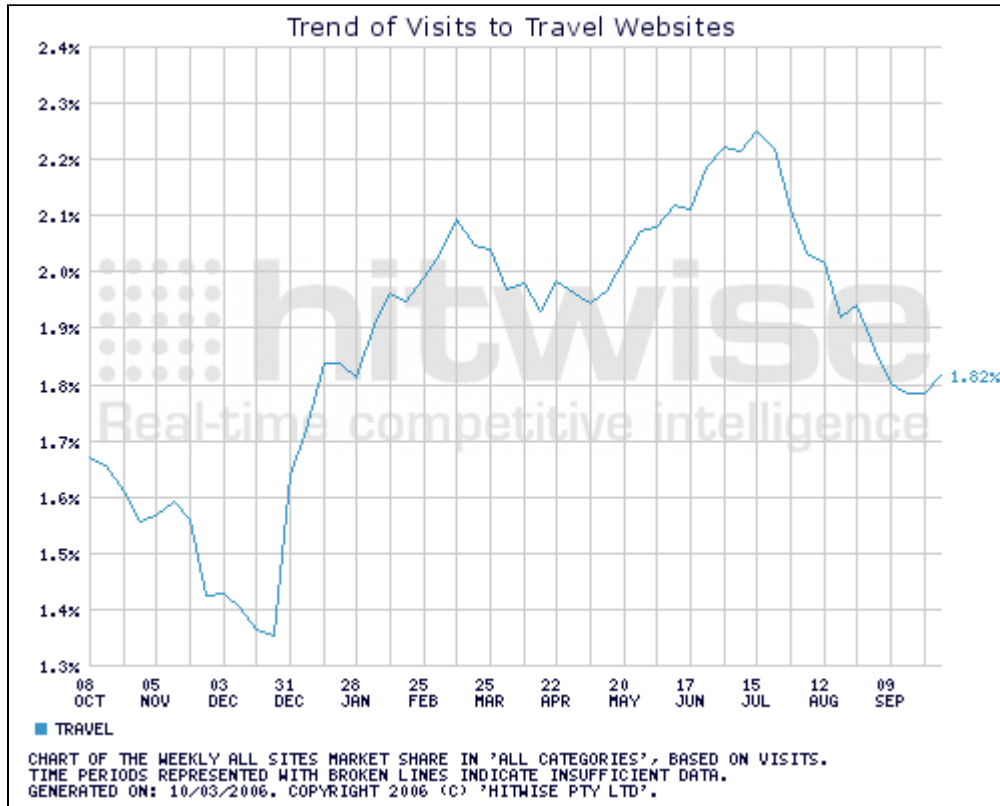
Rank	Website	Domain	Market Share	Aug '06	Jul '06	Jun '06	
	1.	MapQuest	www.mapquest.com	14.62%	1	1	1
△	2.	Yahoo! Maps	maps.yahoo.com	4.93%	3	3	3
▽	3.	Expedia.com	www.expedia.com	4.78%	2	2	2
△	4.	Travelocity.com	www.travelocity.com	2.88%	5	5	5
△	5.	Southwest Airlines	www.southwest.com	2.78%	6	6	6
▽	6.	Orbitz	www.orbitz.com	2.69%	4	4	4
	7.	Cheap Tickets	www.cheaptickets.com	2.61%	7	7	7
	8.	Google Maps	maps.google.com	2.13%	8	8	8
	9.	Yahoo! Travel	travel.yahoo.com	1.43%	9	10	10
	10.	Priceline.com	www.priceline.com	1.31%	10	9	9
△	11.	American Airlines	www.aa.com	1.25%	12	12	12
△	12.	Delta Air Lines	www.delta.com	1.05%	13	14	14
▽	13.	Hotels.com	www.hotels.com	0.98%	11	11	11
△	14.	Local Live	local.live.com	0.97%	16	19	15
▽	15.	TripAdvisor	www.tripadvisor.com	0.88%	14	13	13
△	16.	Northwest Airlines	www.nwa.com	0.82%	18	21	20
▽	17.	United Airlines	www.united.com	0.81%	15	16	17
△	18.	JetBlue Airways	www.jetblue.com	0.74%	20	20	21
	19.	US Airways	www.usairways.com	0.73%	19	18	18
▽	20.	Hotwire	www.hotwire.com	0.70%	17	15	16

Note: DNR = Did Not Rank

Note: Market Share is the percentage of all traffic received by a particular online industry or website. Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel Category - Weekly Market Share of Visits Chart



Note: Market Share is the percentage of all traffic received by a particular online industry or website. Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **09/30/2006**, that resulted in traffic to websites classified by Hitwise within the '**Travel**' industry. For example, the most popular search term was '**mapquest**' representing **4.05%** of all search terms that delivered users to websites classified by Hitwise within the '**Travel**' industry.

Displaying 1 to 30 of 295,384 search terms.

Rank	Search Term	Volume	
1.	mapquest	4.05%	
2.	map quest	1.37%	
3.	maps	1.09%	
4.	mapquest.com	0.76%	
5.	driving directions	0.59%	
6.	southwest airlines	0.55%	
7.	expedia	0.55%	
8.	travelocity	0.54%	
9.	google earth	0.46%	
10.	orbitz	0.45%	
11.	map	0.39%	
12.	american airlines	0.35%	
13.	expedia.com	0.35%	
14.	directions	0.32%	
15.	airline tickets	0.32%	
16.	hotels	0.31%	
17.	www.mapquest.com	0.29%	
18.	united airlines	0.26%	
19.	yahoo maps	0.25%	
20.	amtrak	0.25%	
21.	cheap tickets	0.24%	
22.	travel	0.23%	
23.	hotels.com	0.23%	
24.	delta airlines	0.21%	
25.	continental airlines	0.21%	
26.	cheap airline tickets	0.19%	
27.	northwest airlines	0.17%	
28.	airlines	0.17%	
29.	southwest	0.17%	
30.	orbitz.com	0.16%	

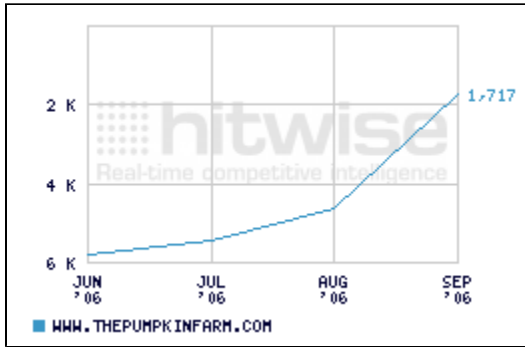
Note: Data based on sample of 10 million US Internet users.

Source: Hitwise

Travel - Fast Movers

Fast Movers indicates local sites 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 September, 2006.

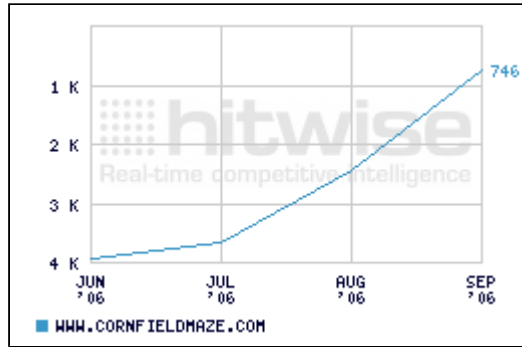
Swan's Pumpkin Farm
<http://www.thepumpkinfarm.com/>



🏠 2,907 places

Swan's Pumpkin Farm is located in Wisconsin and provides educational tours for schools and families. The Swan's website provides information on Pumpkin Farm adventures, as well as contact details.

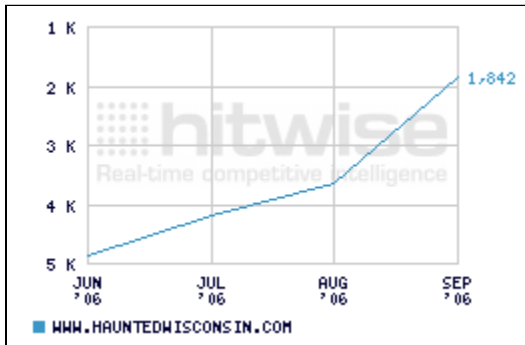
The MAiZE
<http://www.cornfieldmaze.com/>



🏠 1,705 places

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

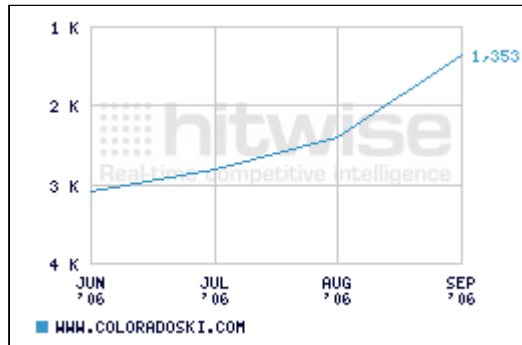
Haunted Wisconsin
<http://www.hauntedwisconsin.com/>



🏠 1,794 places

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

Colorado Ski Country
<http://www.coloradoski.com/>

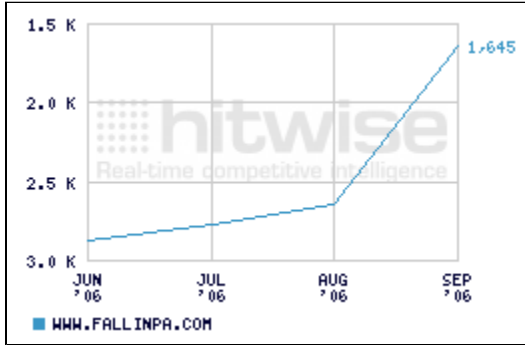


🏠 1,057 places

This site features travel and skiing information for Colorado, USA.

Travel - Fast Movers (continued)

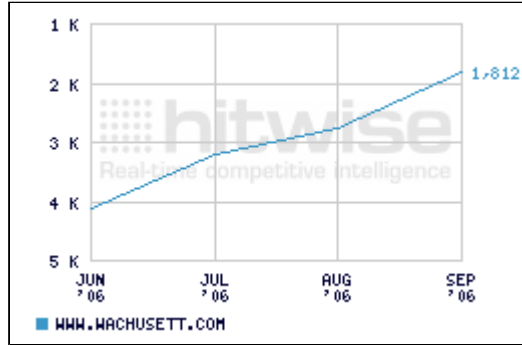
Fall In PA
<http://www.fallinpa.com/>



⚡ 1,003 places

This site is part of the VisitPA network of sites. It provides travel guide and resources to Pennsylvania.

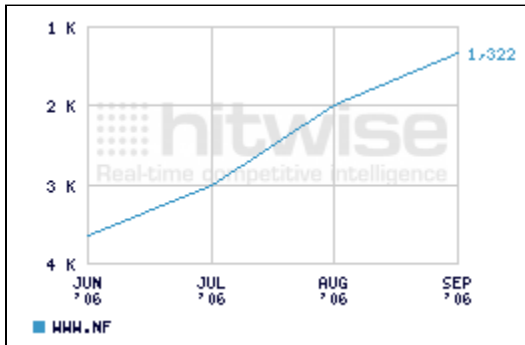
Wachusett Mountain
<http://www.wachusett.com/>



⚡ 944 places

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

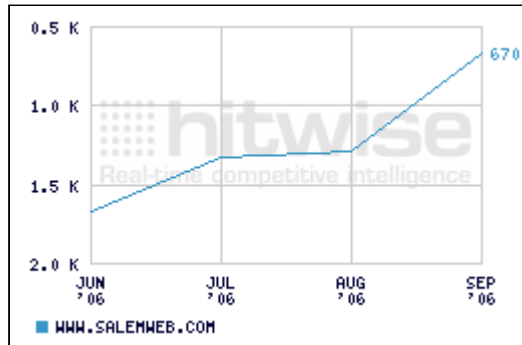
Norfolk Island Information Center
<http://www.nf/>



⚡ 670 places

Contains information about the community that reside on Norfolk Island. Includes shipping timetables, tidal information, search engines, real estate guides, phone book and census results from 1996.

Salem, Massachusetts - The City Guide
<http://www.salemweb.com/>

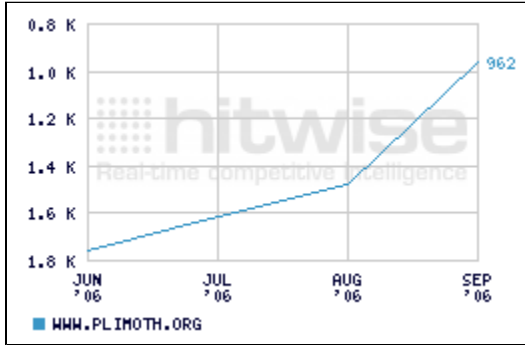


⚡ 614 places

This website has information on the city of Salem, Massachusetts for tourists.

Travel - Fast Movers (continued)

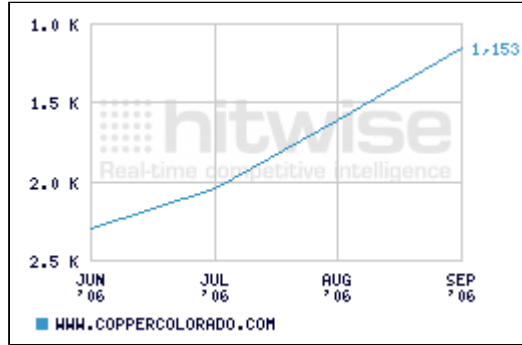
Plimoth Plantation
<http://www.plimoth.org/>



🏠 513 places

Plimoth Plantation is a tourist attraction in Massachusetts. The website features online activities, historical information and a gift store.

Copper Colorado
<http://www.coppercolorado.com/>



🏠 456 places

The Copper Colorado website provides a range of information about the Copper Mountain Resort in Colorado, USA.

Note: Data based on 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 sites.

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.