

Popular Demand



TRAVEL WEB SITES

Total visitors, in millions, April 2008.§

PROPERTY	VISITORS	TIME
Expedia	14.1	14:26
Travelocity	13.0	14:11
Orbitz Worldwide	12.8	11:38
Yahoo! Travel	9.4	03:30
Southwest Airlines	9.2	28:44
American Airlines	8.0	57:06
TripAdvisor	7.9	07:24
Marriott	6.9	16:22
Priceline Network	6.8	14:05
Hilton	6.7	18:09

The top travel Web sites are those devoted to booking airfare and hotels. Even sites like Yahoo Travel and TripAdvisor, which also offer guides to major destinations, have search capabilities for flights and hotels. The time users spend on a site probably has less to do with its popularity than with its efficiency.

TripAdvisor is an active community site, with reviews, forums and pictures