

Perspective

...in a World of Smoke and Mirrors

Alexa is to the Internet as the Nielsen Rating is to TV! Alexa, a subsidiary company of Amazon.com, has developed an installed base of millions of toolbars to help measure web usage around the globe. Founded in 1996, Alexa has become a top marketing intelligence tool for Web navigation data.

Alexa has been collecting and storing information from the Web at millions of pages per day, now counting 4.5 billion pages from over 16 million Web sites. They have also formed the world's largest database available online – *The Internet Archive*.

From the crawling and storing of pages visited daily, they create statistical information on what is seen online, including number of page views, numbers of users, traffic graphs and overall Alexa traffic rank.

All data can be easily accessed online at www.Alexa.com by anyone interested in learning more about the online world. Alexa is a free tool that brings clarity & perspective to Internet advertising options!

Remember: The lower rank number equals more traffic.

Compare Websites Using Alexa

...A Proven Apples to Apples Comparison

According to a groundbreaking new study by the IAB, ANA, and AAAA*, 90% of marketers plan to increase their online spending but are hindered by inexperience, insufficient metrics and lack of organizational support.

Insufficient metrics, or measurement, result from websites using varying products for reporting traffic and few standards among the software. Alexa traffic rankings offer a cross-reference that ranks website traffic based on apples to apples comparisons.

We hope this market intelligence will prove useful in your planning!



*Internet Advertising Bureau, Association of National Advertisers and American Association of Advertising Agencies

**Destination Marketing Organizations

STATE

WEBSITE URL

RANK

Rank
Comparison



Indiana	in.gov/visitindiana	5,197*
Utah	travel.utah.gov	6,985*
Michigan	michigan.org	39,781*
Florida	visitflorida.com	47,903
Virginia	virginia.org	50,573
Tennessee	tnvacation.com	54,742
Hawaii	gohawaii.com	59,967
Colorado	colorado.com	61,233
New York	iloveny.com	81,118
Texas	traveltex.com	82,513
Arkansas	arkansas.com	84,670
California	gocalif.ca.gov	88,671
TRIPinfo.com	TRIPinfo.com	93,522
North Carolina	visitnc.com	92,696
Washington	experiencewashington.com	100,083
District of Columbia	washington.org	100,374
South Carolina	discoversouthcarolina.com	109,043
Oregon	traveloregon.com	114,720
Montana	visitmt.com	119,104
Ohio	ohiotourism.com	123,265
Minnesota	exploreminnesota.com	130,912
Nevada	travelnevada.com	138,692
Maine	visitmaine.com	143,365
Oklahoma	travelok.com	156,799
Wyoming	wyomingtourism.org	157,945
Arizona	arizonaguide.com	170,816
New Mexico	newmexico.org	178,873
Wisconsin	travelwisconsin.com	180,015
Pennsylvania	experiencepa.com	180,048
Alaska	travelalaska.com	183,395
Maryland	mdisfun.org	189,819
South Dakota	travelsd.com	192,695
Massachusetts	massvacation.com	206,822
Idaho	visitidaho.org	217,793
New Jersey	nj.gov/travel	218,298
New Hampshire	visitnh.gov	220,559
Missouri	visitmo.com	232,145
Illinois	enjoyillinois.com	259,963
Rhode Island	visitrhodeisland.com	269,089
Connecticut	ctbound.org	283,138
Georgia	exploregeorgia.org	285,367
Kentucky	kentuckytourism.org	339,288
Alabama	800alabama.com	361,339
Mississippi	visitmississippi.org	412,169
Iowa	traveliowa.com	434,137
Kansas	travelks.com	436,523
Delaware	visitdelaware.com	449,567
Vermont	vermontvacation.com	474,752
North Dakota	ndtourism.com	481,908
Nebraska	visitnebraska.org	601,405
Louisiana	louisianatravel.com	627,236
West Virginia	wvtourism.com	715,209

Rank
Comparison

*Part of State Government Site, including S.O.S, D.O.T., etc.

Alexa Rank as of 06/30/09

DESTINATION

WEBSITE URL

RANK

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New York, NY	nycvisit.com	54,942
San Diego, CA	sandiego.org	57,270
San Francisco, CA	onlyinsanfrancisco.com	61,716
Myrtle Beach, SC	myrtlebeachinfo.com	62,399
Orlando, FL	orlandoinfo.com	63,744
TRIPinfo.com	TRIPinfo.com	93,522
Philadelphia, PA	gophila.com	99,197
Washington, DC	washington.org	100,374
Atlanta, GA	atlanta.net	101,457
Denver, CO	denver.org	103,866
Branson, MO	explorebranson.com	106,229
Florida Keys, FL	fla-keys.com	111,628
Pigeon Forge, TN	mypigeonforge.com	121,339
San Antonio, TX	sanantoniocvb.com	124,917
Portland, OR	travelportland.com	132,392
St. Louis, MO	explorestlouis.com	132,434
Outer Banks, NC	outerbanks.org	142,605
Fort Lauderdale, FL	sunny.org	145,661
Las Vegas, NV	lvcva.com	150,976
Ocean City, MD	ococean.com	151,795
Asheville, NC	exploreasheville.com	157,092
Chicago, IL	choosechicago.com	162,608
Nashville, TN	nashvillecvb.com	169,352
Gulf Shores, AL	gulfshores.com	172,483
Los Angeles, CA	lacvb.com	176,419
Miami, FL	miamibandbeaches.com	176,419
Charleston, SC	charlestoncvb.com	179,685
Austin, TX	austintexas.org	180,304
Houston, TX	visithouston.com	183,865
Pensacola, FL	visitpensacola.com	202,295
Chattanooga, TN	chattanoogaacvb.com	240,055
Charlotte, NC	visitcharlotte.org	241,093
Raleigh, NC	visitraleigh.com	242,774
Williamsburg, VA	visitwilliamsburg.com	274,338
Dallas, TX	visitdallas.com	283,126
Salt Lake City, UT	visitsaltlake.com	303,729
Indianapolis, IN	indy.org	310,078
Honolulu, HI	visit-oahu.com	315,232
Memphis, TN	memphistravel.com	329,268
Jackson Hole, WY	jacksonhole.com	335,371
Phoenix, AZ	visitphoenix.com	339,214
Mississippi Gulf Coast, MS	gulfcoast.org	345,589
Tampa, FL	visittampabay.com	363,337
Boston, MA	bostonusa.com	371,475
New Orleans, LA	neworleanscvb.com	420,950
Panama City Beaches, FL	visitpanamacitybeach.com	442,727
Knoxville, TN	knoxville.org	447,423
Lexington, KY	visitlex.com	467,684
Durham, NC	durham-nc.com	468,428
Cape Fear, NC	cape-fear.nc.us	473,270
St. Augustine, FL	getaway4florida.com	476,363

NAME

WEBSITE URL

RANK

Expedia.com	expedia.com	351
TripAdvisor.com	tripadvisor.com	376
Travelocity.com	travelocity.com	682
Orbitz.com	orbitz.com	693
Priceline.com	priceline.com	792
Hotels.com	hotels.com	1,057
TravelZoo.com	travelzoo.com	1,312
Hotwire.com	hotwire.com	1,520
CheapTickets.com	cheaptickets.com	2,014
AAA Magazine	ouraaa.com	5,505
Frommers.com	frommers.com	9,944
Fodor's Travel Online	fodors.com	13,826
Conde Nast Traveler	concierge.com	16,302
Travel and Leisure Magazine	travelandleisure.com	18,121
TravelNow.com	travelnow.com	18,857
Budget Travel Magazine	budgettravel.com	29,229
Southern Living Magazine	southernliving.com	29,824
LastMinuteTravel.com	lastminutetravel.com	62,598
Discover America	discoveramerica.com	87,800
Travel Weekly+Hotel & Travel Index	travelweekly.com+hotelandtravelindex.com	87,879
TRIPinfo.com	TRIPinfo.com	92,522
Travel Agent Magazine	travelagentcentral.com	109,659
Texas Monthly Magazine	texasmonthly.com	126,105
American Society of Travel Agents	astanet.com	168,688
Meeting Professionals International	mpiweb.org	171,618
U.S. Travel Association	tia.org	176,736
Madden Preprint Media	vacationfun.com	191,812
American Bus Association	buses.org	322,361
Hospitality-1st.com	hospitality-1st.com	423,070
MeetingsMegasite.com	mimegasite.com	423,411
GroupTravelDirectory.com	grouptraveldirectory.com	432,426
Destination Marketing Association Intl.	destinationmarketing.org	463,508
Meetings & Conventions Magazine	mcmag.com	467,491
American Hotel & Lodging Association	ahla.com	492,713
National Tour Association	ntaonline.com	633,198
Leisure Publishing Company	leisurepublishing.com	650,009
Vacation Planning.net	vacationplanning.net	667,236
Southeast Tourism Society	southeasttourism.org	931,478
Travel South USA	travelsouthusa.com	943,515
Destinations2Discover	destinations2discover.com	976,061
Escape to the Southeast	escapetothesoutheast.com	1,132,116
Shop America Tours	shopamericatours.com	1,647,052
Destination Marketing Association Intl.	officialtravelguide.com	1,859,381
MeetingSource.com	meetingsource.com	2,179,659
Sports Travel Magazine	sportstravelmagazine.com	2,409,445
Vacations2Discover.com	vacations2discover.com	2,852,732
Group Tour Magazine	grouptourmagazine.com	3,557,893
Convention South Magazine	conventionsouth.com	4,880,353
Group Leaders of America	grouptravelleader.com	5,157,235
Group Travel Planet	grouptravelplanet.com	9,763,715

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