



Online Travel Query Content is Changing

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Last week we published a report on the Travel sector looking at how consumer search behavior has changed. I will highlight a couple of interesting findings from the report on this blog. In this first of two posts, I want to talk about how query content is changing.

One important change we noted in query content was a rise in branded searches. I looked at the top 300 search terms sending visits to Travel websites and found that more than three-quarters - 77% - of visits from these queries were from branded search terms such as 'hilton hotels' or 'expedia' in the four weeks ending April 26, 2008.

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