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DIGITAL > BOOKING SITES

The Top Online Travel Booking Sites for January 2014

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SKIFT TAKE

2014 will be an interesting year to watch from traffic perspective. While Priceline Group has a huge lead, Expedia and Tripadvisor family will continue to duke it out.

— Rafat Ali

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Travelocity, no longer among the top 10 booking sites in travel. Photo by Rafat Ali

Editor's Note: Late last year we started a once-a-quarter feature on top trafficked sites in various sectors in travel, using monthly data from SimilarWeb. We have found SimilarWeb's traffic stats to be a relatively good barometer of web activity and much more accurate than other traffic comparison sites — at least as far as proportional comparison goes.

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We're starting 2014 by looking at the top online booking sites in travel. Keep in mind this does not account for direct sites of travel brands (airlines/hotels) themselves, which we have done in separate lists previously. Also, our threshold is roughly 5 million visits per month, and does not count any app activity, hence sites like HotelsCombined, Hipmunk and others don't show up.

Some observations on the list below:

- Compared to our first look for [October data last year](#), we're now grouping country sites of same brand together, to get a better sense of the scale.
- Booking.com is still the king in travel, by a large margin over Expedia and TripAdvisor.
- Adding up Booking.com's sister sites Priceline.com, Agoda, and Kayak, the Priceline family is the Sinaloa cartel of travel — to use a timely phrase.
- TripAdvisor.com is still bigger than Expedia.com on a standalone basis, but Expedia's family of sites, including Hotels.com and Hotwire.com brings it neck and neck with the TripAdvisor family of sites.
- HotelUrbano.com, the Brazilian hotel booking site, continues to be among the top sites in travel, though we understand a lot of that is traffic it is buying from various sources.
- Orbitz and Travelocity are not among the top ten booking sites in travel anymore, and will likely to have tough road going ahead.
- Cheapoair.com is among the top ten, but we understand a lot of its traffic is marketing-spend dependent.
- Indian sites MakeMyTrip, Yatra, and Cleartrip continue to impress, and clearly show the long term potential of Indian sites.
- Airbnb is now among the top 15 travel booking sites on the planet, a huge feat for a company that created a whole new market.
- Homeaway.com and VRBO.com, part of the HomeAway family, are the largest alternative accommodation sites on the planet.
- Skyscanner's network is among the top 20, but still has a long way to go if it wants to get up to the next run of top ten.
- ThomasCook and Thomson.co.uk (part of TUI) are among the only traditional travel agencies showing up in the ranks — both of them are European strong.
- The big omission is Trivago, which has lots of country sites, each with lower than 5 million threshold we're using for rankings. Hence their overall absence from this list.
- Any other insights based on this data below? Any other big names we're missing? Post in comments below.

Rank	Site	Estimated Visits in Jan. '14	Time on Site (HR/MINS/SEC)	Pageviews Per Visit	Leading Country
1	Booking.com	166 Million	0:07:21	5.85	United States 15.36%
2	TripAdvisor Family	159.5 Million	n/a	n/a	n/a
	TripAdvisor.com	79.6 Million	0:04:26	3.7	United States 62.05%
	TripAdvisor.co.uk	27.1 Million	0:05:13	4.1	United Kingdom

<http://skift.com/2014/02/24/the-top-online-travel-booking-sites-for-january-2014/>
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	TripAdvisor.co.uk	Million	0:05:13	4.1	Kingdom 75.18%
	TripAdvisor.fr	11.5 Million	0:04:37	4.32	France 60.49%
	TripAdvisor.it	10 Million	0:05:22	4.48	Italy 93.56%
	TripAdvisor.ca	8.6 Million	0:05:21	4.06	Canada 88.34%
	TripAdvisor.es	6.3 Million	0:04:23	3.73	Spain 56.70%
	TripAdvisor.com.br	6 Million	0:04:10	4.71	Brazil 89.26%
	TripAdvisor.in	5.8 Million	0:05:03	4.09	India 87.72%
	TripAdvisor.de	4.6 Million	0:04:07	4.2	Germany 69.70%
3	Expedia Family	59.3 Million	n/a	n/a	n/a
	Expedia.com	41.5 Million	0:06:42	5.67	United States 86.35%
	Expedia.ca	8.2 Million	0:07:23	6.69	Canada 91.82%
	Expedia.co.uk	6.4 Million	0:05:53	5.54	United Kingdom 91.15%
	Expedia.de	3.2 Million	0:06:42	5.95	Germany 82.73%
4	Hotels.com	34.5 Million	0:04:53	4.72	United States 46.88%
5	Priceline.com	31.3 Million	0:06:11	7.24	United States 93.52%
6	Agoda.com	30.7 Million	0:07:50	6.08	United States 12.54%
7	Hotelurbano.com	25.5 Million	0:01:50	2.18	Brazil 93.13%
8	Kayak.com	24.4 Million	0:06:13	4.9	United States 89.04%
9	Travel.yahoo.com	24.1 Million	0:01:17	1.96	United States 70.27%

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					70.27%
10	Cheapopair.com	20.2 Million	0:05:14	3.49	United States 87.12%
11	Makemytrip.com	17.5 Million	0:07:44	6.29	India 77.96%
12	Orbitz.com	17.2 Million	0:06:49	5.15	United States 90.43%
13	Travelocity.com	15 Million	0:05:41	5.64	United States 93.07%
14	Hotwire.com	13.2 Million	0:05:28	4.48	United States 87.94%
15	Airbnb.com	12.4 Million	0:08:27	10.72	United States 69.22%
16	Travelzoo.com	12.2 Million	0:03:38	3.49	United States 64.82%
17	Decolar.com	11.3 Million	0:07:43	5.88	Brazil 97.29%
18	Skyscanner.net	9.6 Million	0:06:28	5.26	United Kingdom 70.08%
	» Skyscanner.com	3.2 Million	0:06:25	5.39	United States 68.23%
19	HomeAway.com	7.4 Million	0:06:44	7.67	United States 74.18%
	» VRBO.com	8.8 Million	0:11:45	12.77	United States 87.61%
20	Ctrip.com	8.6 Million	0:08:00	10.18	China 73.52%
21	Lastminute.com	8.5 Million	0:05:47	6.11	United Kingdom 45.60%
22	Bookingbuddy.com	8.2 Million	0:03:59	3.55	United States 70.44%
23	Qunar.com	7.5 Million	0:06:57	6.8	China 94.15%

24	CheapTickets.com	6.6 Million	0:05:39	4.22	United States 82.80%
25	Onetravel.com	6.6 Million	0:05:44	4.37	United States 83.63%
26	Cleartrip.com	6 Million	0:06:12	6.74	India 79.85%
27	Venere	5.6 Million	0:03:36	3.43	Italy 22.81%
28	Yatra.com	5.6 Million	0:06:38	4.82	India 86.26%
29	Thomascook.com	5.4 Million	0:08:32	6.71	United Kingdom 91.42%
30	Holidaycheck.de	5.4 Million	0:11:48	13.94	Germany 87.78%
31	Travel.rakuten.co.jp	5.34 Million	0:07:24	11.01	Japan 94.64%
32	Thomson.co.uk	5 Million	0:09:30	7.72	United Kingdom 89.16%
33	Farecompare.com	5 Million	0:03:20	4.92	United States 44.35%

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