



**Find.**  
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Seattle, WA 98101

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WhitePages.com  
206.973.5100



### Adults in-market for travel<sup>1</sup>

Shopped for airline tickets, hotel/motel reservations and car rentals online, last month  
**16.4% Reach | Index 148**

Members of an airline or hotel reward program  
**17.2% Reach | Index 155**

Shopped for hotel/motel reservations online, last month  
**15.9% Reach | Index 143**

### Business travelers<sup>2</sup>

Shop online and buy offline for business travel  
**22.1% Reach | Index 203**

Took 5-6 business trips in the U.S., last year  
**32.2% Reach | Index 269**

### Leisure travelers<sup>1</sup>

Shopped for vacation packages online, last month  
**16.1% Reach | Index 146**

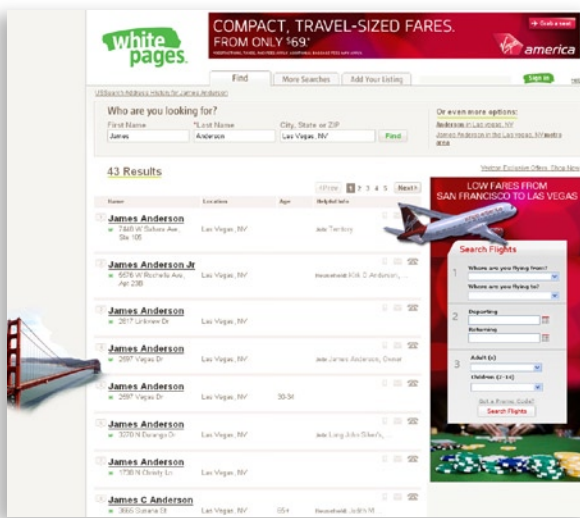
Took 5-6 personal trips in the U.S., last year<sup>2</sup>  
**20.7% Reach | Index 190**

**Source**

1 Nielsen Netratings @plan, Spring 2009  
2 comScore Plan Metrix, February 2009

## A Smart Destination

As the leading online destination for contact information today, travelers depend on WhitePages for accurate and easily accessible information. Leisure and business travelers use our site while itinerary planning or en route in an unknown city. That's why travel advertisers like major airlines, hotel chains and online travel services are among WhitePages' top-performing partners.



\*Example of geo-destination targeting

### Tools to target travelers

- **Geo-destination**  
Dynamically customize messaging to cities' being searched

For example: Target ads to people in San Francisco (by IP) who are searching for contact information in Las Vegas (by keyword)

- **Behavioral**  
To visitors searching for hotels, airlines, travel agents, rental cars, and much more

- **Custom solutions**  
Rich-media creative that attracts travelers

- **Geo**  
High reach to travelers in your key markets

- **Demographic**  
By gender, age, HHI, house value, personal or professional use

- **@work**  
By industry (SIC), fortune rank, domain or day-part

### Adults who took 3-6 plane trips in the U.S. for personal or business, last year

Source: comScore Plan Metrix, Apr 2009

