



ANALYSIS OF THE TOP 25 GLOBAL TRAVEL WEBSITES POWERED BY TRUSTE WEBSITE MONITORING TECHNOLOGY¹

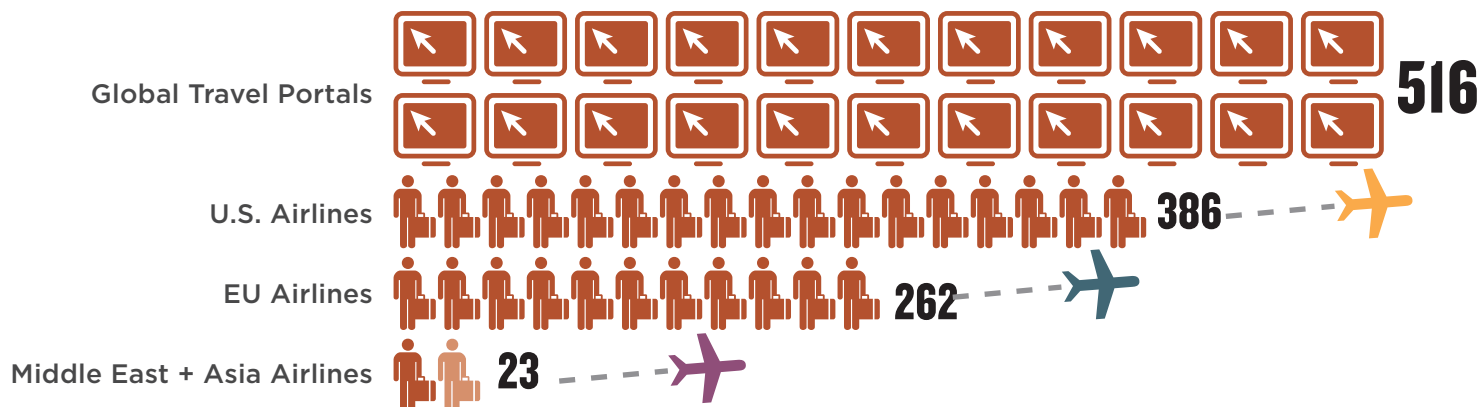
With the summer travel season heating up, TRUSTe helps businesses understand the tracking activity on corporate domains. We also reveal which 3rd parties are advertising related and further, subscribe to advertising industry associations dedicated to enforcing practices of notice and choice to consumers across online travel portals and airlines.

TRUSTe identified 373 unique companies tracking users²



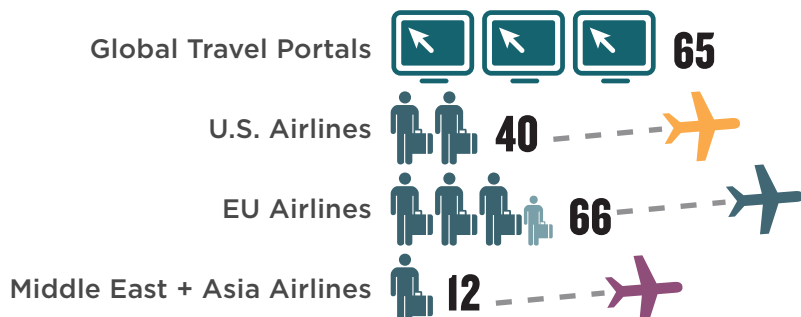
These 373 companies were responsible for 1187 occurrences of tracking across travel portals and airlines

1187 Total Trackers Discovered



The average number of tracking occurrences in the Travel industry

3rd Party Tracker Average



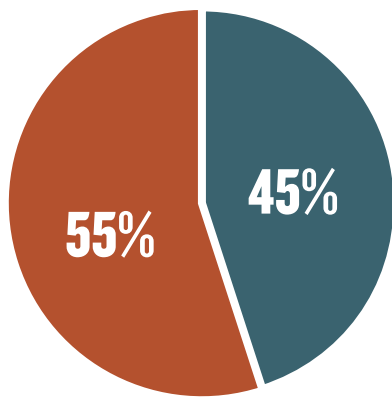
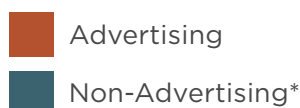
Website tracking can provide businesses with valuable data on their consumers. It helps them to offer content and ads personalized to user interests. In so doing, businesses need to ensure they carefully monitor the approved 3rd parties on their websites as well as provide consumers with transparency and choice over their privacy preferences.

Targeted advertising can provide consumers with customized ads that support their travel plans with the best deals on their destination of choice. Consumers can exercise their privacy rights via the Ad Choices icon by opting out or by clearing the cookies in their browser settings.

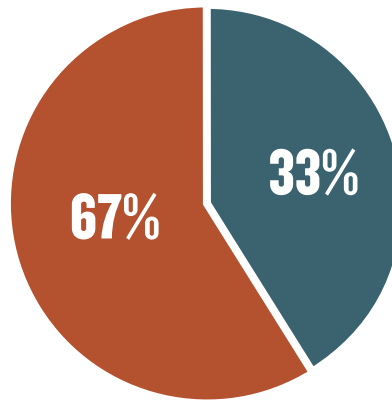
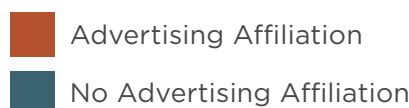
TRAVEL ADVERTISING PRACTICES

TRUSTe further used its scanning technology to determine the level of advertising on global travel sites. We then analyzed which of the advertising 3rd parties are members of 1 or more of the leading self-regulatory advertising associations for consumer best practices.

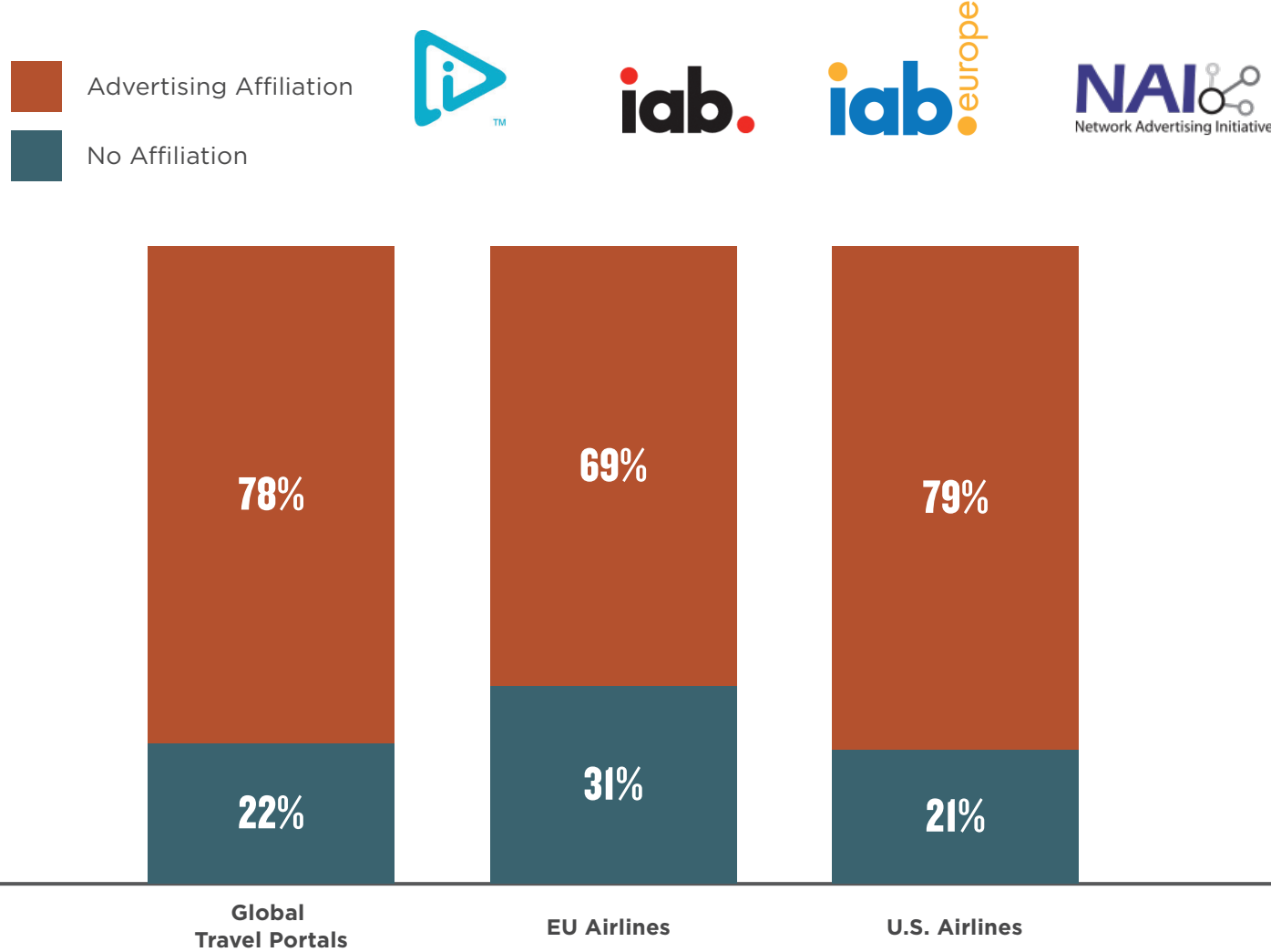
Advertising 3rd Parties



Affiliation by Advertising 3rd Parties



67% of the advertising related 3rd party tracking is affiliated with:



TOP FINDINGS

- There is more 3rd party tracking activity on travel portals than airline websites globally but, affiliation to advertising associations is also high
- EU airline websites have the highest average of third party trackers, just exceeding travel portals
- EU airline websites also have the lowest percentage of advertising association affiliations
- Middle East and Asia airline websites have negligible affiliation to advertising associations

* non-advertising accounts for social media or social sharing tools, analytics, etc.

1. Alexa top travel websites 2013

2. TRUSTe Website Monitoring Service