



Mobile Search Keyword Volume

"Cruise" Destinations & Derivatives

Source: Google Adwords Keyword Tool (March 2011)

Keyword	Global Monthly Searches	Est. Avg. CPC	Jan-11	Dec-10	Nov-10	Oct-10	Sep-10	Aug-10	Jul-10	Jun-10	May-10	Apr-10	Mar-10
ship cruise	74,000	\$0.00	90,500	74,000	90,500	40,500	40,500	40,500	40,500	27,100	27,100	22,200	40,500
cancun mexico	22,200	\$2.14	33,100	22,200	14,800	12,100	12,100	14,800	14,800	14,800	12,100	9,900	12,100
cruise caribbean	14,800	\$0.00	27,100	14,800	12,100	9,900	8,100	9,900	9,900	8,100	6,600	5,400	6,600
cruises 2011	14,800	\$0.05	49,500	18,100	12,100	9,900	8,100	8,100	5,400	2,400	1,300	880	480
cruises cheap	12,100	\$0.00	33,100	12,100	9,900	9,900	9,900	9,900	9,900	9,900	8,100	6,600	6,600
cruise alaska	9,900	\$0.00	22,200	9,900	8,100	6,600	6,600	9,900	9,900	8,100	6,600	4,400	2,900
cruises caribbean	8,100	\$0.00	12,100	6,600	5,400	5,400	4,400	5,400	4,400	3,600	3,600	2,900	2,900
cruises to caribbean	8,100	\$0.00	12,100	6,600	5,400	5,400	4,400	5,400	4,400	3,600	3,600	2,900	2,900
travel to mexico	8,100	\$2.04	12,100	8,100	8,100	6,600	4,400	5,400	5,400	4,400	4,400	3,600	6,600
best cruise	8,100	\$2.14	22,200	9,900	8,100	8,100	6,600	8,100	6,600	4,400	3,600	2,900	2,900
mexico travel	8,100	\$2.14	12,100	8,100	8,100	6,600	4,400	5,400	5,400	4,400	4,400	3,600	6,600
cruise reviews	6,600	\$1.55	14,800	6,600	5,400	5,400	5,400	5,400	5,400	3,600	2,900	1,900	1,900
cozumel mexico	5,400	\$1.84	9,900	8,100	5,400	3,600	2,900	3,600	3,600	3,600	2,900	2,400	3,600
miami cruise	4,400	\$0.00	6,600	5,400	3,600	3,600	2,900	3,600	3,600	2,400	2,400	1,900	2,400
cruise from miami	4,400	\$2.34	6,600	5,400	3,600	3,600	2,900	3,600	3,600	2,400	2,400	1,900	2,400
cruise miami	4,400	\$2.57	6,600	5,400	3,600	3,600	2,900	3,600	3,600	2,400	2,400	1,900	2,400
cruise cheap	3,600	\$0.00	6,600	2,900	2,900	2,400	2,400	2,900	2,900	2,400	2,400	1,900	1,900
cruises alaska	3,600	\$0.00	8,100	3,600	2,900	1,900	1,900	2,900	3,600	2,900	2,400	1,300	1,000
cruise mediterranean	3,600	\$0.00	5,400	3,600	2,400	2,400	1,900	2,900	2,400	1,600	1,600	1,000	1,600
cruise mexico	2,900	\$0.00	6,600	2,900	3,600	2,900	2,400	2,900	2,400	1,900	1,600	1,600	1,900
cruise florida	2,900	\$0.00	6,600	3,600	2,400	1,900	1,900	1,900	2,400	1,900	1,600	1,300	1,300
cruise ship jobs	2,900	\$0.85	2,400	1,300	1,600	1,300	1,300	1,600	1,300	1,000	1,000	1,000	880
best cruises	2,900	\$2.17	6,600	2,900	2,400	2,400	1,900	2,400	1,900	1,300	1,300	880	720
florida cruise	2,900	\$2.50	6,600	3,600	2,400	1,900	1,900	1,900	2,400	1,900	1,600	1,300	1,300
cruises florida	2,400	\$0.00	6,600	2,900	2,400	1,900	1,900	1,900	1,900	1,300	1,300	1,000	1,000
cruises discount	2,400	\$0.00	5,400	2,400	2,400	1,900	1,900	2,400	1,900	1,600	1,300	880	720
boat cruises	2,400	\$2.35	1,600	1,000	880	1,000	1,600	2,400	2,400	1,600	1,000	720	480
3 day cruises	2,400	\$2.45	5,400	2,900	2,400	1,900	1,900	2,900	2,400	1,900	1,600	1,300	1,300
sea cruise	2,400	\$2.51	2,400	2,400	2,900	1,600	1,600	1,600	1,900	1,600	1,000	880	880
cruises mexico	1,900	\$0.00	4,400	1,900	1,600	1,600	1,600	1,900	1,600	1,300	1,000	1,000	880
travel cruise	1,900	\$0.00	2,900	1,300	1,600	1,600	1,300	1,600	1,300	1,000	880	720	720
cruises miami	1,900	\$0.00	3,600	2,400	1,600	1,300	1,300	1,300	1,600	1,300	880	720	880
deals cruises	1,900	\$0.00	3,600	1,600	1,000	1,000	1,000	1,300	1,300	1,300	1,300	1,000	1,000
costa cruises	1,900	\$2.13	1,900	880	880	880	720	1,300	720	390	390	320	480
europa cruise	1,600	\$0.00	2,900	1,300	1,000	1,000	880	1,000	1,000	720	720	720	480
cruises europa	1,600	\$0.00	2,900	1,900	1,300	1,000	1,000	1,300	1,000	720	480	480	320
cruise deals last minute	1,300	\$0.00	1,900	1,600	1,000	720	720	1,300	1,600	1,300	880	480	590
azamara cruises	1,300	\$0.05	1,900	880	880	880	880	880	720	480	320	390	260
cruise to nowhere	1,300	\$1.78	2,900	1,000	1,000	1,300	1,300	1,600	1,300	1,000	880	590	480
cruise discount	1,000	\$0.00	2,400	880	880	880	880	880	880	720	720	590	590
alaska cruises 2011	1,000	\$0.05	4,400	1,900	1,000	590	590	720	590	260	170	73	58



Mobile Search Keyword Volume

"Cruise" Destinations & Derivatives

Source: Google Adwords Keyword Tool (March 2011)

Keyword	Global Monthly Searches	Est. Avg. CPC	Jan-11	Dec-10	Nov-10	Oct-10	Sep-10	Aug-10	Jul-10	Jun-10	May-10	Apr-10	Mar-10
best cruise lines	1,000	\$1.96	3,600	1,300	1,300	1,000	880	1,300	1,000	590	480	320	320
alaska tours	1,000	\$2.48	2,400	1,300	1,000	720	880	1,600	1,300	1,000	720	390	320
book a cruise	1,000	\$2.52	2,400	1,300	1,000	880	880	880	720	720	720	480	480
cruise vacations	880	\$0.00	1,900	880	720	720	590	880	720	720	590	480	480
princess cruise lines	720	\$0.00	1,000	590	590	590	590	590	720	590	480	390	390
cheap cruises 2011	720	\$0.05	3,600	1,000	480	320	260	260	140	110	36	46	22
mediterranean cruises 2011	720	\$0.05	1,900	1,000	720	590	390	480	320	140	73	58	12
repositioning cruises	720	\$2.01	1,300	720	590	590	590	720	590	320	320	260	140
2 day cruises	720	\$2.54	1,300	590	480	590	480	720	720	480	390	320	390
caribbean cruise deals	590	\$0.00	1,000	480	390	320	260	260	590	720	480	320	320
river cruises europe	590	\$0.00	1,000	480	390	390	320	590	390	260	210	140	91
cruise liners	590	\$2.45	320	210	170	170	140	210	170	170	140	140	110
cruise trip	590	\$2.66	880	390	390	390	320	320	480	260	320	210	210
cheap cruises 2010	480	\$0.05	28	210	260	390	480	480	590	590	480	480	480
alaska cruises 2010	480	\$0.05	58	91	91	140	260	480	880	1,000	880	480	320
best cruise ships	480	\$1.69	1,300	720	390	390	390	390	320	210	210	140	91
cruise only	480	\$2.20	1,000	480	480	390	390	480	320	260	260	210	170
best alaska cruise	480	\$2.22	1,300	590	480	390	390	480	480	320	320	210	170
transatlantic cruise	480	\$2.48	590	320	390	390	320	480	260	260	260	480	210
cruise lines list	390	\$0.05	1,000	390	390	320	320	320	320	260	260	170	170
best caribbean cruises	390	\$2.50	1,000	480	390	390	260	390	260	140	140	110	140
carnival caribbean cruises	390	\$2.59	880	390	320	320	260	320	260	210	210	170	210
alaska cruise deals	320	\$0.00	1,000	480	320	210	210	320	260	91	110	58	36
cheap caribbean cruises	320	\$0.00	590	260	260	210	210	390	210	170	170	170	210
cheap cruise deals	320	\$0.00	480	210	170	170	170	170	170	170	170	110	140
disney cruise deals	320	\$0.00	880	260	260	320	170	210	210	170	140	140	110
cruise deals alaska	320	\$0.00	1,000	480	320	210	210	320	260	91	110	58	36
cruise deals from florida	320	\$0.05	880	590	390	210	170	170	210	170	140	91	73
adult cruises	320	\$1.05	720	320	320	260	320	320	260	210	210	140	140
alaska cruise reviews	320	\$1.17	1,000	320	390	260	140	320	390	260	170	140	73
alaska cruise review	320	\$1.21	1,000	320	390	260	140	320	390	260	170	140	73
best price cruises	320	\$2.29	590	260	260	210	170	320	260	140	140	140	91
carnival cruise deals	260	\$0.00	590	210	260	210	210	260	210	140	110	91	140
cruise ship alaska	260	\$0.00	390	880	210	170	260	260	210	170	170	91	91
alaska cruise ship	260	\$0.00	390	880	210	170	260	260	210	170	170	91	91
alaska cruises reviews	260	\$1.49	880	260	320	210	110	260	320	210	170	91	58
cruise companies	260	\$2.12	320	140	140	140	110	110	91	73	73	73	58
military discount cruises	260	\$2.52	720	260	260	210	170	210	170	170	140	110	110
alaska vacation packages	260	\$2.67	880	320	390	210	210	260	260	140	110	73	73
alaska cruise tours	210	\$0.00	590	320	320	140	170	210	170	140	140	73	73
cruise search	210	\$2.32	480	210	260	170	170	170	170	110	110	91	58



Mobile Search Keyword Volume

"Cruise" Destinations & Derivatives

Source: Google Adwords Keyword Tool (March 2011)

Keyword	Global Monthly Searches	Est. Avg. CPC	Jan-11	Dec-10	Nov-10	Oct-10	Sep-10	Aug-10	Jul-10	Jun-10	May-10	Apr-10	Mar-10
alaska cruise line	140	\$0.00	390	140	140	91	110	170	170	110	110	58	58
alaska cruise lines	110	\$0.00	260	110	91	58	91	91	140	58	73	28	36
florida cruise lines	110	\$0.00	260	91	110	73	91	73	91	91	91	73	58
3 day cruises from florida	110	\$0.05	390	140	140	91	73	73	91	73	73	58	73
cruise ship deals	91	\$0.00	170	73	58	58	36	73	58	91	46	46	28
european cruises 2010	91	\$0.05	12	16	46	46	46	140	140	110	91	73	58
cheap caribbean cruise	73	\$0.00	140	58	36	73	73	36	73	46	36	28	28
alaska cruise tips	58	\$2.20	91	36	36	36	46	91	110	73	28	28	22
alaska cruising	46	\$2.40	-	-	-	-	-	-	-	-	-	-	-
alaska cruise travel	22	\$0.00	-	-	-	-	-	-	-	-	-	-	-
discount cruise lines	16	\$2.64	-	-	-	-	-	-	-	-	-	-	-
alaska cruise vacation	12	\$0.00	-	-	-	-	-	-	-	-	-	-	-
travel cruise discount	0	\$0.00	-	-	-	-	-	-	-	-	-	-	-
alaska cruises 2009	0	\$0.05	-	-	-	-	-	-	-	-	-	-	-
Total	289,609		521,449	296,395	267,038	193,816	176,966	206,517	196,664	151,627	133,970	105,790	132,839