5W Public Relations
Research · 2026

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TRAVEL RETRIEVAL INDEX 2.0

Which travel sources AI engines cite
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 68 Google AI Overviews

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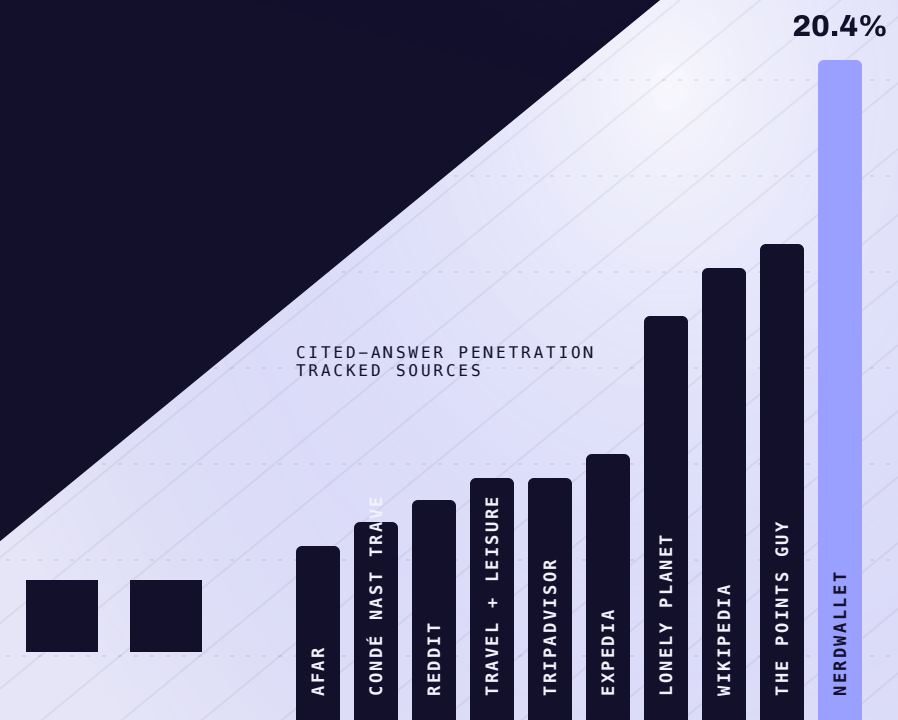

AT A GLANCE

No clear leader. Four sources are within the margin.

NerdWallet: 57/279 (20.4%; 95% interval 16.1–25.5%). The Points Guy: 41/279 (14.7%; 95% interval 11.0–19.3%). Their 95% intervals overlap; neither can be called the sole leader. Wikipedia (39/279) and Lonely Planet (35/279) are also within the margin. Untracked forbes.com (52/279) was cited more often than The Points Guy.

> Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

20.4%
of 279 grounded answers cited NerdWallet (57/279)

19
tracked sources cited at least once (of 21)

94.4%
of Google searches showed an AI Overview (68 of 72)

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KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

57/279 (20.4%)

NerdWallet was cited most often, but three other tracked sources are within its margin: The Points Guy, Wikipedia and Lonely Planet. NerdWallet: 57/279 (20.4%; 95% interval 16.1–25.5%). The Points Guy: 41/279 (14.7%; 95% interval 11.0–19.3%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include forbes.com (52 answers), going.com (25 answers), ricksteves.com (23 answers), kayak.com (22 answers), timeout.com (22 answers), skyscanner.com (21 answers), cnbc.com (20 answers), youtube.com (20 answers), travel.usnews.com (19 answers), cntraveller.com (17 answers).

NAMED FIRST

42/288 (14.6%)

Booking.com was the first source named in 42 of 288 answers, more than any other tracked source. Its average first position was 1.4. NerdWallet was named first in 34 of 288.

CHATGPT SKEW

28/72 (38.9%)

ChatGPT named Wikipedia in 28 of 72 answers. Each other engine named it in 0 of 72.

OWN-SITE CITATIONS

57/279 (20.4%)

NerdWallet's own domains were cited in 57 of 279 grounded answers, more than any other tracked source. The Points Guy followed at 41 of 279. 2 of 21 tracked sources had 0 of 279.

AIO TRIGGER

68/72 (94.4%)

Google AI Overviews appeared on 68 of 72 searches (CI 86.6–97.8%). On the other 4, no overview was shown.

AIO LEADER

21/68 (30.9%)

Reddit was the source named most often in AI Overviews, at 21 of 68, followed by Expedia at 13 of 68 (19.1%). In the four-engine set, Reddit was named in 19 of 288 answers (6.8%).

TOP DOMAIN

56/279 (20.1%)

nerdwallet.com was cited in 56 of 279 grounded four-engine answers, with 73 of 2,343 citations (3.1%). forbes.com came second with 64 citations in 52 answers (18.6%).

NO TRACKED NAME

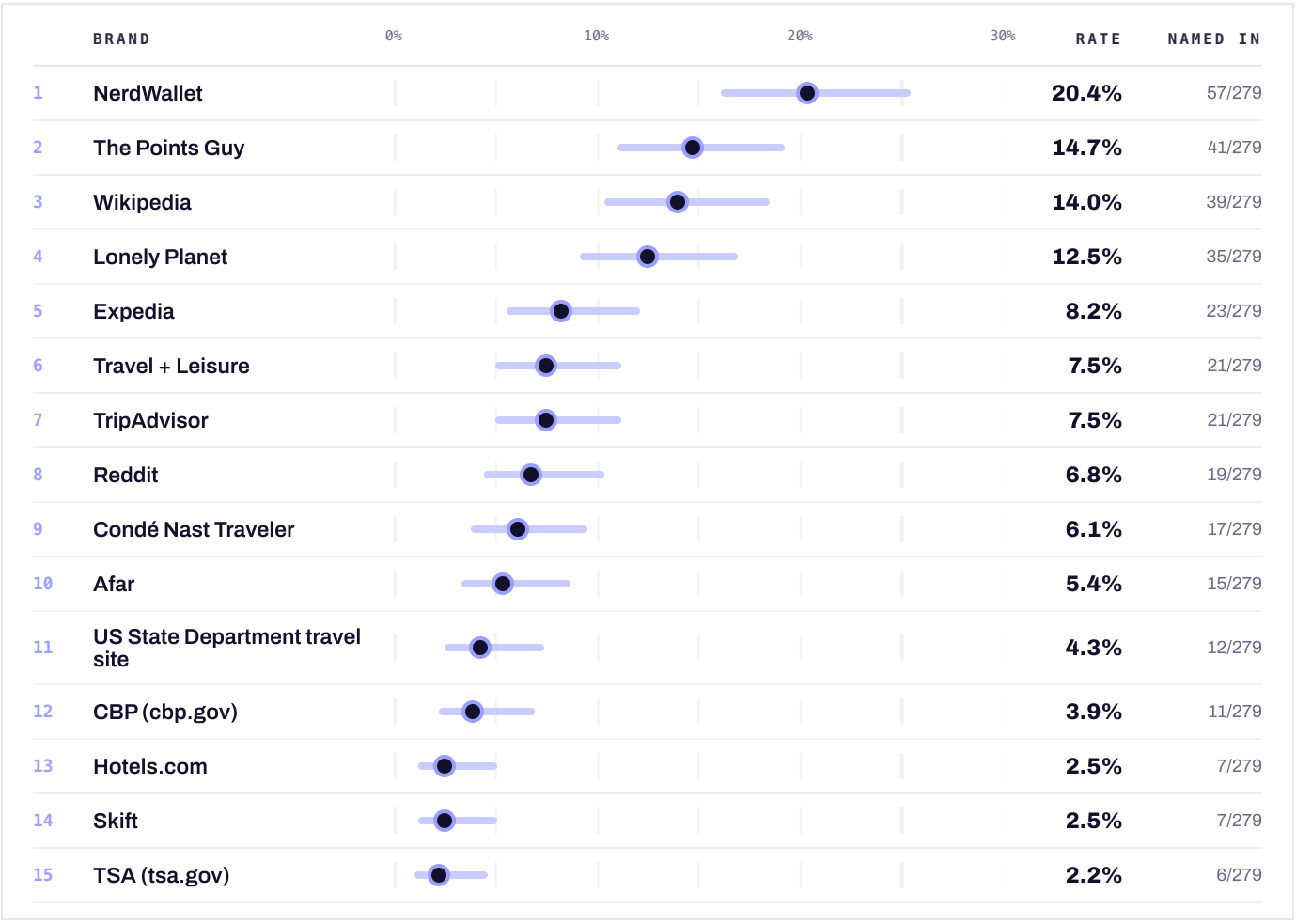
0/12 (0%)

For 'What are the best things to do in Lisbon?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 279 grounded answers; not textual mentions.



	BRAND	RATE	NAMED IN
1	NerdWallet	20.4%	57/279
2	The Points Guy	14.7%	41/279
3	Wikipedia	14.0%	39/279
4	Lonely Planet	12.5%	35/279
5	Expedia	8.2%	23/279
6	Travel + Leisure	7.5%	21/279
7	TripAdvisor	7.5%	21/279
8	Reddit	6.8%	19/279
9	Condé Nast Traveler	6.1%	17/279
10	Afar	5.4%	15/279
11	US State Department travel site	4.3%	12/279
12	CBP (cbp.gov)	3.9%	11/279
13	Hotels.com	2.5%	7/279
14	Skift	2.5%	7/279
15	TSA (tsa.gov)	2.2%	6/279

02 THE LEADERBOARD

The full list

Tracked platforms only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	NerdWallet	57/279	20.4%	16.1–25.5%	1.2	20.4% (57/279)	3.2%
2	The Points Guy	41/279	14.7%	11–19.3%	1.9	14.7% (41/279)	2%
3	Wikipedia	39/279	14%	10.4–18.5%	2.3	14% (39/279)	2.7%
4	Lonely Planet	35/279	12.5%	9.2–16.9%	1.3	12.5% (35/279)	1.5%
5	Expedia	23/279	8.2%	5.6–12.1%	1.7	8.2% (23/279)	1%
6	Travel + Leisure	21/279	7.5%	5–11.2%	3.3	7.5% (21/279)	0.9%
7	TripAdvisor	21/279	7.5%	5–11.2%	2.3	7.5% (21/279)	1%
8	Reddit	19/279	6.8%	4.4–10.4%	1	6.8% (19/279)	0.8%
9	Condé Nast Traveler	17/279	6.1%	3.8–9.5%	2.3	6.1% (17/279)	1.2%
10	Afar	15/279	5.4%	3.3–8.7%	1	5.4% (15/279)	0.6%
11	US State Department travel site	12/279	4.3%	2.5–7.4%	1.1	4.3% (12/279)	0.9%
12	CBP (cbp.gov)	11/279	3.9%	2.2–6.9%	1.7	3.9% (11/279)	0.7%
13	Hotels.com	7/279	2.5%	1.2–5.1%	3	2.5% (7/279)	0.4%
14	Skift	7/279	2.5%	1.2–5.1%	1.3	2.5% (7/279)	0.4%
15	TSA (tsa.gov)	6/279	2.2%	1–4.6%	1.3	2.2% (6/279)	0.3%
16	Travel Weekly	4/279	1.4%	0.6–3.6%	2.8	1.4% (4/279)	0.2%
17	Booking.com	3/279	1.1%	0.4–3.1%	1.4	1.1% (3/279)	0.1%
18	One Mile at a Time	3/279	1.1%	0.4–3.1%	5	1.1% (3/279)	0.1%
19	PhocusWire	2/279	0.7%	0.2–2.6%	2.2	0.7% (2/279)	0.1%
20	Google Maps	0/279	0%	0–1.4%	2	0% (0/279)	0%
21	View from the Wing	0/279	0%	0–1.4%	5	0% (0/279)	0%

02 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include forbes.com (52 answers), going.com (25 answers), ricksteves.com (23 answers), kayak.com (22 answers), timeout.com (22 answers), skyscanner.com (21 answers), cnbc.com (20 answers), youtube.com (20 answers), travel.usnews.com (19 answers), cntraveller.com (17 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
forbes.com	52/279	18.6%	2.7%
going.com	25/279	9.0%	1.1%
ricksteves.com	23/279	8.2%	1.1%
kayak.com	22/279	7.9%	1.4%
timeout.com	22/279	7.9%	1.2%
skyscanner.com	21/279	7.5%	1.2%
cnbc.com	20/279	7.2%	1.2%
youtube.com	20/279	7.2%	0.9%
travel.usnews.com	19/279	6.8%	1.2%
cntraveller.com	17/279	6.1%	0.7%
smartertravel.com	17/279	6.1%	0.7%
chase.com	16/279	5.7%	0.8%
prnewswire.com	15/279	5.4%	0.7%
upgradedpoints.com	13/279	4.7%	0.6%
thetimes.com	12/279	4.3%	0.5%
iata.org	11/279	3.9%	0.5%
wallethub.com	11/279	3.9%	0.5%
findingtheuniverse.com	10/279	3.6%	0.4%
houfy.com	10/279	3.6%	0.6%
deloitte.com	9/279	3.2%	0.8%

02 TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	Expedia	63/288	21.9%	30
2	Booking.com	59/288	20.5%	42
3	NerdWallet	41/288	14.2%	34
4	TripAdvisor	32/288	11.1%	17
5	Wikipedia	28/288	9.7%	8
6	The Points Guy	25/288	8.7%	10
7	Hotels.com	22/288	7.6%	0
8	Lonely Planet	22/288	7.6%	17
9	TSA (tsa.gov)	14/288	4.9%	10
10	Skift	13/288	4.5%	12
11	PhocusWire	12/288	4.2%	0
12	Travel Weekly	12/288	4.2%	0
13	CBP (cbp.gov)	11/288	3.8%	4
14	Condé Nast Traveler	11/288	3.8%	6
15	US State Department travel site	9/288	3.1%	8
16	Travel + Leisure	8/288	2.8%	0
17	Afar	3/288	1.0%	3
18	One Mile at a Time	2/288	0.7%	0
19	Google Maps	1/288	0.3%	0
20	Reddit	1/288	0.3%	1
21	View from the Wing	1/288	0.3%	0

PROFILES

03 The top eight, side by side

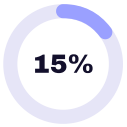


RANK 1

NerdWallet

Cited in 57/279 grounded answers · 95% interval 16.1–25.5%

1.2	20.4%	3.2%
first-mention position	owned-domain citation (57/279)	citation share

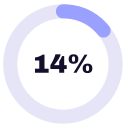


RANK 2

The Points Guy

Cited in 41/279 grounded answers · 95% interval 11.0–19.3%

1.9	14.7%	2%
first-mention position	owned-domain citation (41/279)	citation share



RANK 3

Wikipedia

Cited in 39/279 grounded answers · 95% interval 10.4–18.5%

2.3	14%	2.7%
first-mention position	owned-domain citation (39/279)	citation share



RANK 4

Lonely Planet

Cited in 35/279 grounded answers · 95% interval 9.2–16.9%

1.3	12.5%	1.5%
first-mention position	owned-domain citation (35/279)	citation share

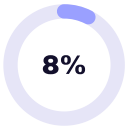


RANK 5

Expedia

Cited in 23/279 grounded answers · 95% interval 5.6–12.1%

1.7	8.2%	1%
first-mention position	owned-domain citation (23/279)	citation share

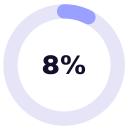


RANK 6

Travel + Leisure

Cited in 21/279 grounded answers · 95% interval 5.0–11.2%

3.3	7.5%	0.9%
first-mention position	owned-domain citation (21/279)	citation share

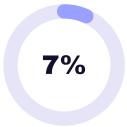


RANK 7

TripAdvisor

Cited in 21/279 grounded answers · 95% interval 5.0–11.2%

2.3	7.5%	1%
first-mention position	owned-domain citation (21/279)	citation share



RANK 8

Reddit

Cited in 19/279 grounded answers · 95% interval 4.4–10.4%

1	6.8%	0.8%
first-mention position	owned-domain citation (19/279)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**38.9%**
Lonely Planet	18.1%
The Points Guy	16.7%
NerdWallet	12.5%
TripAdvisor	6.9%
Condé Nast Traveler	6.9%

Claude

72 ASKED | 72 RETURNED | 63 GROUNDED

NerdWallet	**23.8%**
Wikipedia	15.9%
The Points Guy	14.3%
TripAdvisor	14.3%
Expedia	6.3%
Hotels.com	6.3%

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Reddit	**25%**
NerdWallet	20.8%
The Points Guy	15.3%
Expedia	11.1%
Lonely Planet	8.3%
CBP (cbp.gov)	5.6%

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

NerdWallet	**25%**
Travel + Leisure	25%
Lonely Planet	20.8%
Condé Nast Traveler	16.7%
Afar	16.7%
The Points Guy	12.5%

04 BY ENGINE

Which sources each engine cites

Up to three tracked sources cited in the most grounded answers, for each engine.

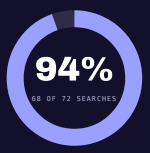
ENGINE	MOST-CITED TRACKED SOURCES (CITED ANSWERS / GROUNDED ANSWERS)
Four chat engines	NerdWallet (57/279), The Points Guy (41/279), Wikipedia (39/279)
Google AI Overviews	Reddit (20/68), NerdWallet (10/68), Condé Nast Traveler (8/68)
ChatGPT	Wikipedia (28/72), Lonely Planet (13/72), The Points Guy (12/72)
Claude	NerdWallet (15/63), Wikipedia (10/63), The Points Guy (9/63)
Gemini	Reddit (18/72), NerdWallet (15/72), The Points Guy (11/72)
Perplexity	NerdWallet (18/72), Travel + Leisure (18/72), Lonely Planet (15/72)

05

GOOGLE AI OVERVIEWS

The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

68 of 72 successful searches showed an AI Overview. Reddit was cited in 20/68 overviews (29.4%). NerdWallet was cited in 10/68 overviews (14.7%). Condé Nast Traveler was cited in 8/68 overviews (11.8%). The Points Guy was cited in 6/68 overviews (8.8%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	Reddit	29.4%	▲ 7
2	NerdWallet	14.7%	▼ 1
3	Condé Nast Traveler	11.8%	▲ 6
4	The Points Guy	8.8%	▼ 2
5	Lonely Planet	8.8%	▼ 1
6	US State Department travel site	7.4%	▲ 5
7	Expedia	5.9%	▼ 2
8	TripAdvisor	5.9%	▼ 1
9	Booking.com	5.9%	▲ 8
10	Travel + Leisure	4.4%	▼ 4

06 LEADERS BY QUESTION

Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

Lonely Planet 33.3%

Afar	25%
Hotels.com	25%

AI Overview shown on 1 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

Condé Nast Traveler 33.3%

Afar	25%
Expedia	25%

AI Overview shown on 3 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

NerdWallet 100%

TIED WITH THE POINTS GUY

The Points Guy	100%
Afar	0%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

NerdWallet 58.3%

TSA (tsa.gov)	50%
CBP (cbp.gov)	41.7%

AI Overview shown on 3 of 3 successful searches

Q05 · 12 GROUNDED ANSWERS

Reddit 16.7%

Afar	0%
Booking.com	0%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Wikipedia 33.3%

Booking.com	8.3%
Reddit	8.3%

AI Overview shown on 3 of 3 successful searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,343 citations in total. nerdwallet.com was cited most often, with 73 citations (3.1%) across 56 answers. Next came forbes.com (64), en.wikipedia.org (63), thepointsguy.com (48), lonelyplanet.com (35), kayak.com (32).

FOUR AI ENGINES · SHARE OF 279 GROUNDED ANSWERS

nerdwallet.com	**20.1%**
forbes.com	**18.6%**
thepointsguy.com	**14.7%**
en.wikipedia.org	**13.6%**
lonelyplanet.com	**12.2%**
going.com	**9%**
ricksteves.com	**8.2%**
expedia.com	**8.2%**
kayak.com	**7.9%**
timeout.com	**7.9%**

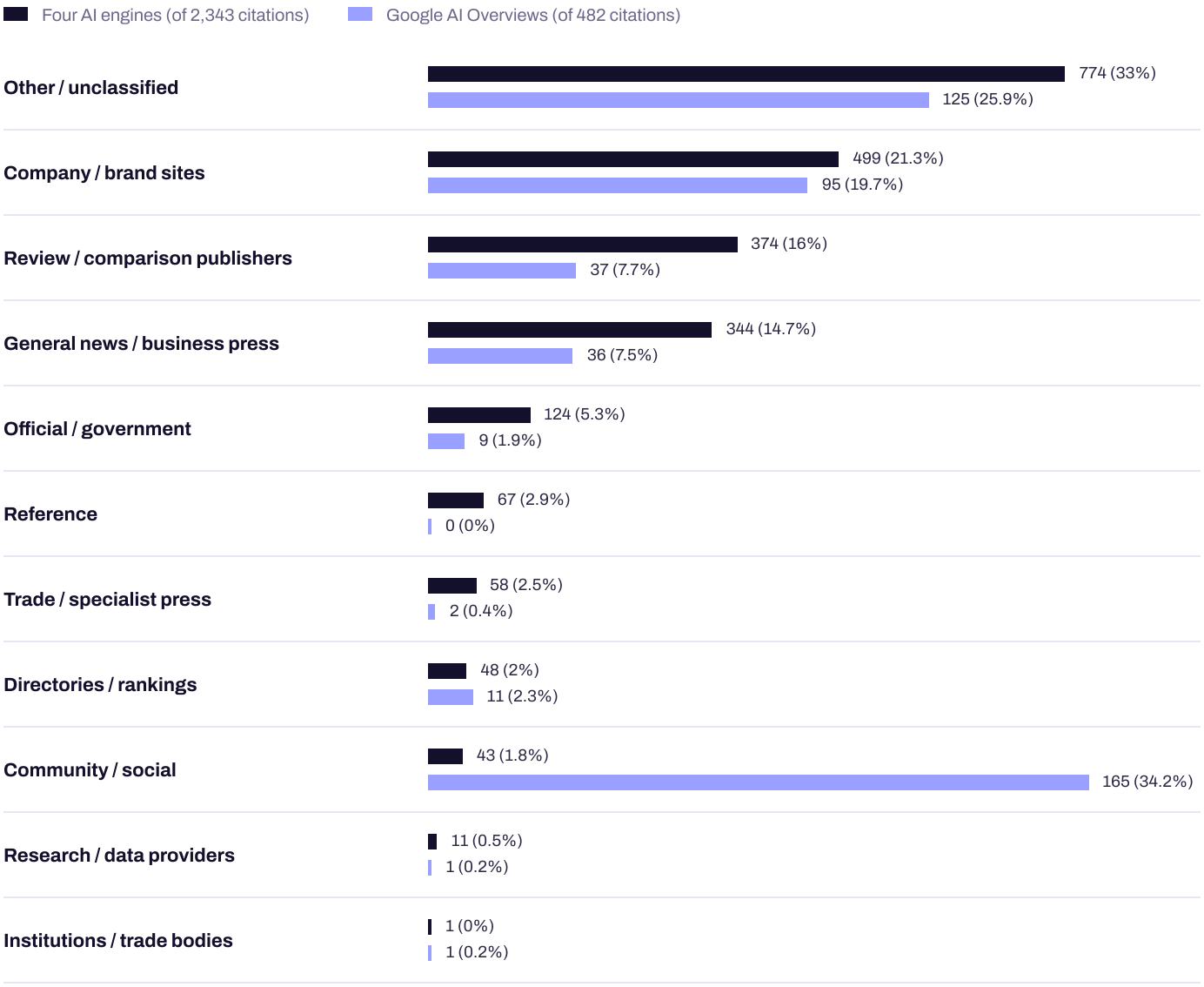
GOOGLE AI OVERVIEWS · SHARE OF 68 OVERVIEWS

youtube.com	**55.9%**
reddit.com	**29.4%**
facebook.com	**27.9%**
instagram.com	**27.9%**
google.com	**14.7%**
nerdwallet.com	**14.7%**
tiktok.com	**14.7%**
skyscanner.com	**13.2%**
kayak.com	**13.2%**
cntraveler.com	**11.8%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can a brand get its facts onto the travel sites AI engines cite?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	NerdWallet's own domains were cited in 20.4% of grounded answers, The Points Guy's in 14.7% and Wikipedia's in 14.0%. NerdWallet was named in only 14.2% of answers, yet its own domains were cited in 20.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 18.6% of grounded answers), going.com (9.0%), ricksteves.com (8.2%), kayak.com (7.9%) and timeout.com (7.9%). Review and comparison publishers supplied 16.0% of citations and general news and business press 14.7%.
Check each engine separately.	ChatGPT named Wikipedia in 38.9% of answers against 0.0% on Claude. ChatGPT named TripAdvisor in 18.1% of answers against 1.4% on Perplexity.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which tracked sources are cited most often?

NerdWallet was cited most often, but three other tracked sources are within its margin: The Points Guy, Wikipedia and Lonely Planet. NerdWallet: 57/279 (20.4%; 95% interval 16.1–25.5%). The Points Guy: 41/279 (14.7%; 95% interval 11.0–19.3%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include forbes.com (52 answers), going.com (25 answers), ricksteves.com (23 answers), kayak.com (22 answers), timeout.com (22 answers), skyscanner.com (21 answers), cnbc.com (20 answers), youtube.com (20 answers), travel.usnews.com (19 answers), cntraveller.com (17 answers).

Q2 Which source is named first most often?

Booking.com was the first source named in 42 of 288 answers, with an average first position of 1.4.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 68 of 72 searches (94.4%, CI 86.6–97.8%). Within those 68 overviews, Reddit was named most often, in 21 (30.9%).

Q4 Which sources do the engines cite?

Across 2,343 four-engine citations, nerdwallet.com was cited most (73 citations, in 56 of 279 grounded answers), followed by forbes.com (64 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Wikipedia in 28 of 72 answers, against 0 to 0 of 72 on the other engines. Gemini named Expedia in 21 of 72 answers, against 11 to 16 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 68 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	63
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	68 shown	68

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 21 tracked sources are ranked; results are not an exhaustive market ranking.
- 360 of 360 planned results were returned. 0 AI Overview lookups were excluded after at most three total attempts.
- 72 successful Google searches: 68 overviews shown; 4 without an overview. Failures are excluded, not scored as zero.
- 9 chat answers had no search sources and are left out of the citation figures.
- Removing 1 Core question naming tracked subjects leaves 267 eligible answers. The top two are NerdWallet (50/267) and The Points Guy (40/267); their order does not change.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Citation-style sub-report. One Core question names TSA PreCheck and Global Entry, whose government sites are tracked; flagged.
- The ranking covers tracked sources only. Untracked cited domains include forbes.com (52 answers), going.com (25 answers), ricksteves.com (23 answers), kayak.com (22 answers), timeout.com (22 answers), skyscanner.com (21 answers), cnbc.com (20 answers), youtube.com (20 answers), travel.usnews.com (19 answers), cntraveller.com (17 answers).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

12 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best things to do in Lisbon?	Travel Sources Index 2.0	CORE QUESTION
02	What are the best hotels in Tokyo?	Travel Sources Index 2.0	CORE QUESTION
03	What is the best travel credit card?	Travel Sources Index 2.0	CORE QUESTION
04	Should I get TSA PreCheck or Global Entry?	Travel Sources Index 2.0	CORE QUESTION
05	How should I plan a two-week trip to Japan?	Travel Sources Index 2.0	CORE QUESTION
06	What is the best website for booking hotels?	Travel Sources Index 2.0	CORE QUESTION
07	Which airline loyalty program is the most valuable?	Travel Sources Index 2.0	CORE QUESTION
08	What are the best sources for travel industry news?	Travel Sources Index 2.0	CORE QUESTION
09	Do I need a visa to travel to Europe from the US?	Travel Sources Index 2.0	CORE QUESTION
10	Where should I travel in October?	Travel Sources Index 2.0	CORE QUESTION
11	What are the best things to do in Paris?	Travel Sources Index 2.0	ADDED QUESTION
12	What are the best hotels in London?	Travel Sources Index 2.0	ADDED QUESTION
13	When is the best time to visit Italy?	Travel Sources Index 2.0	ADDED QUESTION
14	What are the best travel booking websites?	Travel Sources Index 2.0	ADDED QUESTION
15	How do airline miles work?	Travel Sources Index 2.0	ADDED QUESTION
16	Which hotel loyalty program is the best?	Travel Sources Index 2.0	ADDED QUESTION
17	What are the best travel insurance companies?	Travel Sources Index 2.0	ADDED QUESTION
18	What documents do I need for international travel?	Travel Sources Index 2.0	ADDED QUESTION
19	How do I find cheap flights?	Travel Sources Index 2.0	ADDED QUESTION
20	What are the best travel guidebooks?	Travel Sources Index 2.0	ADDED QUESTION
21	What are the biggest trends in the travel industry?	Travel Sources Index 2.0	ADDED QUESTION
22	What are the best vacation rental sites?	Travel Sources Index 2.0	ADDED QUESTION
23	What are the best destinations for a beach vacation?	Travel Sources Index 2.0	ADDED QUESTION
24	How far in advance should I book a flight?	Travel Sources Index 2.0	ADDED QUESTION

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