



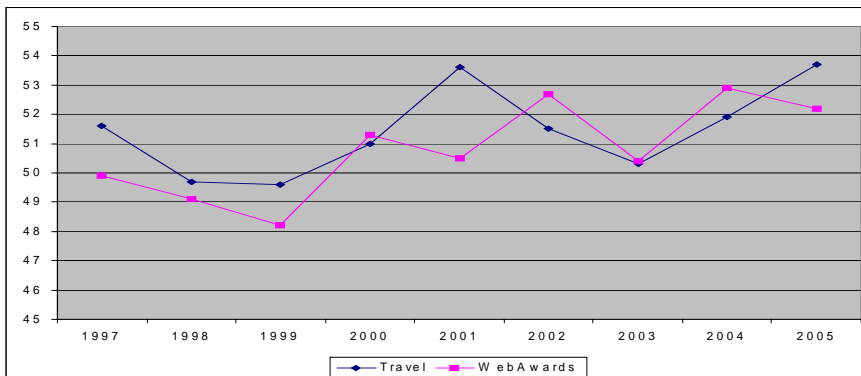
WebAward Internet Standards Assessment Report

Travel Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Travel	WebAwards
1997	51.6	49.9
1998	49.7	49.1
1999	49.6	48.2
2000	51	51.3
2001	53.6	50.5
2002	51.5	52.7
2003	50.3	50.4
2004	51.9	52.9
2005	53.7	52.2

Score out of a possible 70 points

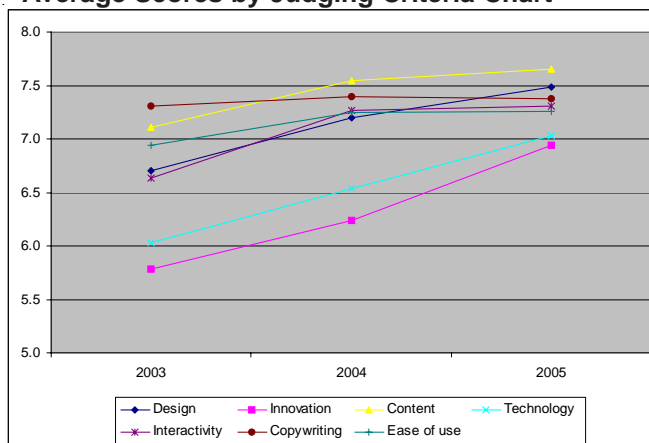


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.7	7.2	7.5	7.1
Innovation	5.8	6.2	6.9	6.3
Content	7.1	7.5	7.6	7.4
Technology	6.0	6.5	7.0	6.5
Interactivity	6.6	7.3	7.3	7.1
Copywriting	7.3	7.4	7.4	7.4
Ease of use	6.9	7.2	7.3	7.1

Score out of a possible 10 points

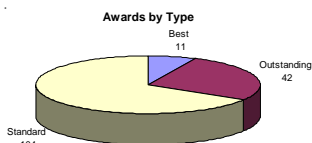
Average Scores by Judging Criteria Chart



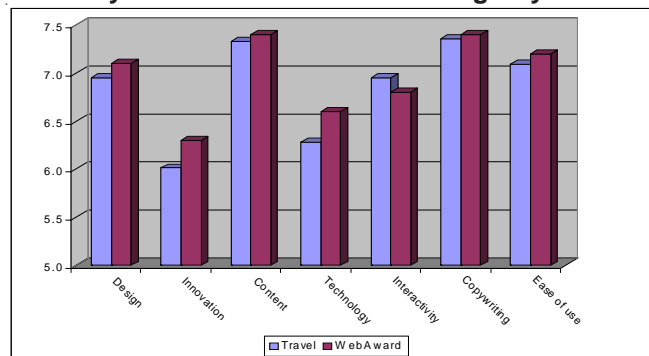
Commentary

The travel industry is generally in line with the ISAR Index with periods of both over and under performance. These Web sites are typically strongest in design, content, copywriting, interactivity, and ease of use; however, only interactivity is above average compared to the 3-year criteria average.

The travel industry has created dynamic Web travel portals that have removed the local travel agent as the gatekeeper of travel planning. In order to benefit from this industry shift, destinations, attractions, airlines, and hotels all had to create effective Web presence to stand out for the Web-savvy traveler.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Yellowstone Journal Corp	YellowstonePark.com
2004	Quicksilver Associates	Seabourn Cruise Line
2003	Apollo Interactive	Excalibur Las Vegas Resort Hotel and Casino
2002	Arnold Worldwide	Alaska
2001	AGENCY.COM	Experience British Airways
2000	BSMG Worldwide	American Airlines Web Site
1999	Aristotle	Hot Springs Advertising and Promotions
1998	iXL	The Luxury Collection
1998	Aristotle	Arkansas Parks and Tourism
1997	Thomas Cook	Thomas Cook Online Web Site

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org



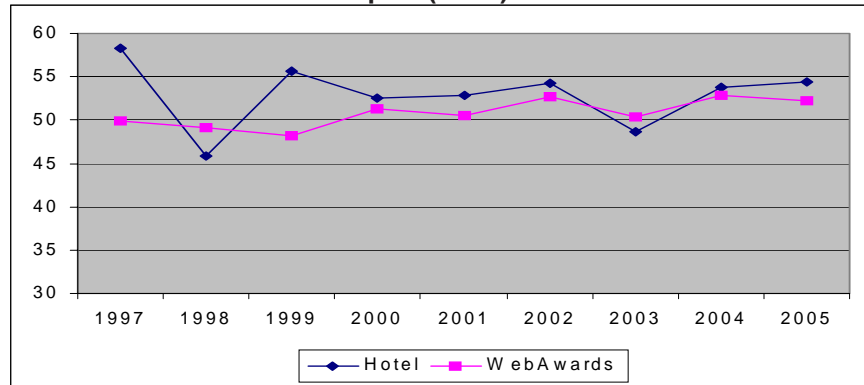
WebAward Internet Standards Assessment Report

Hotel & Lodging Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Hotel	WebAwards
1997	58.3	49.9
1998	45.8	49.1
1999	55.7	48.2
2000	52.6	51.3
2001	52.8	50.5
2002	54.2	52.7
2003	48.7	50.4
2004	53.8	52.9
2005	54.4	52.2

Score out of a possible 70 points

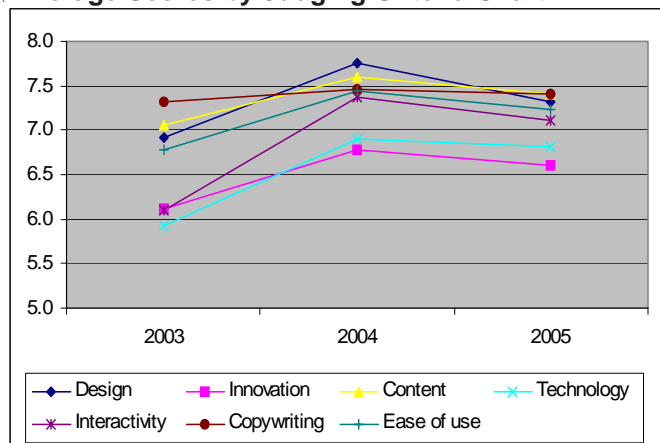


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.9	7.8	7.3	7.3
Innovation	6.1	6.8	6.6	6.5
Content	7.1	7.6	7.4	7.3
Technology	5.9	6.9	6.8	6.5
Interactivity	6.1	7.4	7.1	6.9
Copywriting	7.3	7.5	7.4	7.4
Ease of use	6.8	7.4	7.2	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

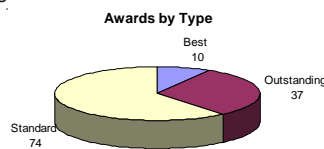


Commentary

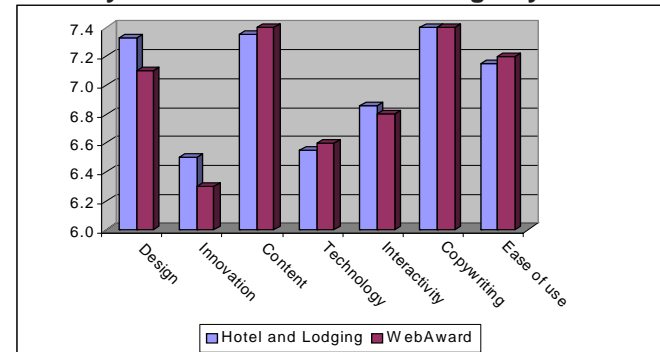
Hotel and lodging Web sites have beaten the overall ISAR Index in seven of nine years of the WebAward program, only slightly under performing in 1998 and again in 2003. The industry typically meets or exceeds the 3-year criteria averages, although it slightly under performs the averages for content, use of technology, and ease of use. Strongest scores were demonstrated in design, innovation and interactivity.

Hotel and lodging Web sites - including hotels, resorts, inns, and B&Bs - have benefited significantly from the disintermediation that has occurred in the travel industry because of the Internet.

Consumers are now much more likely to contact a lodging establishment directly, or through an internet portal, to book a reservation rather than pick up a telephone.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Open World, LTD	WARWICK International Hotels
2004	Interactive Sites	The New York Palace Web Site
2003	Le Meridien Hotels & Resorts	Le Meridien Hotels & Resorts
2002	FreeRun Technologies	Simpson House Inn
2001	Hesperia and eOne	Hesperia Hotels
2001	Leo ID	Four Seasons
2000	Stone & Ward	Mountain Harbor Website
1999	Best Western International	Best Western International, Inc.
1998	Interactive Sites, Inc.	The Luxury Collection
1997	The Connection Group Ltd.	Mandarin Oriental Website

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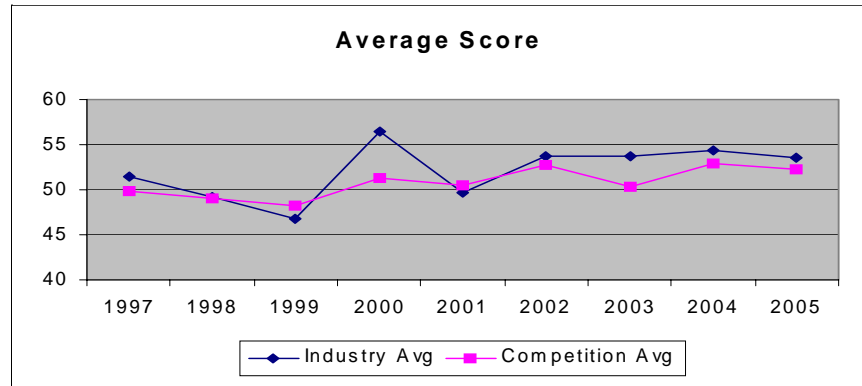
WebAward Internet Standards Assessment Report

Airline Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Airlines</u>	<u>WebAwards</u>
1997	51.4	49.9
1998	49.2	49.1
1999	46.8	48.2
2000	56.4	51.3
2001	49.7	50.5
2002	53.7	52.7
2003	53.7	50.4
2004	54.4	52.9
2005	53.5	52.2

Score out of a possible 70 points

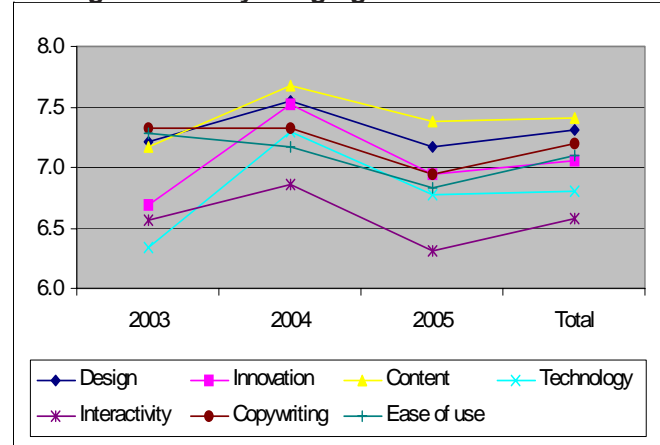


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.2	7.6	7.2	7.3
Innovation	6.7	7.5	7.0	7.1
Content	7.2	7.7	7.4	7.4
Technology	6.3	7.3	6.8	6.8
Interactivity	6.6	6.9	6.3	6.6
Copywriting	7.3	7.3	7.0	7.2
Ease of use	7.3	7.2	6.8	7.1

Score out of a possible 10 points

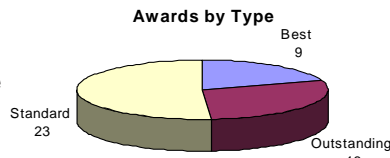
Average Scores by Judging Criteria Chart



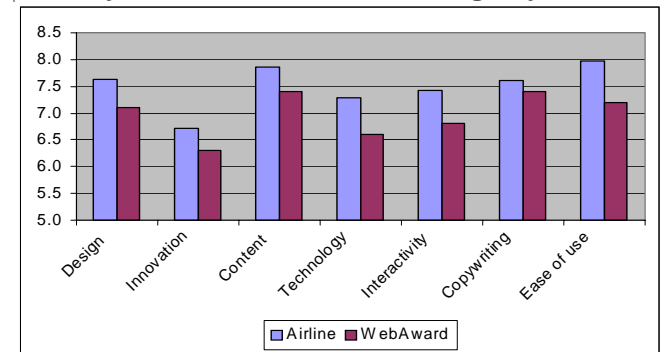
Commentary

The airline industry has beaten the overall industry average in seven of nine years. Its strengths are in design and content while it scores lowest in interactivity. Airlines Web sites were above average in all categories for the past three years – a feat not many industries can claim. In 1998, AGENCY.COM took home Best of Show for their work for British Airways.

Airlines, as with the entire travel industry, have been significantly impacted by the rise of the Internet. The disintermediation of the travel agent has allowed the airline Web site to become the preferred interface with the flying public.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Website</u>	<u>Winner</u>
2005	We Know Why You Fly	TM Interactive
2004	AirTran Airways - E-Annual 2003	Cramer-Krasselt
2003	Jetsgo	Agence Braque
2002	Air Jamaica	Air Jamaica
2001	Cathay Pacific Airway	Cathay Pacific Airway
2000	American Airlines Web Site	BSMG Worldwide
1999	British Airways	AGENCY.COM
1998	British Airways London Destination	AGENCY.COM
1997	Northwest Airlines WorldWeb	Northwest Airlines

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