



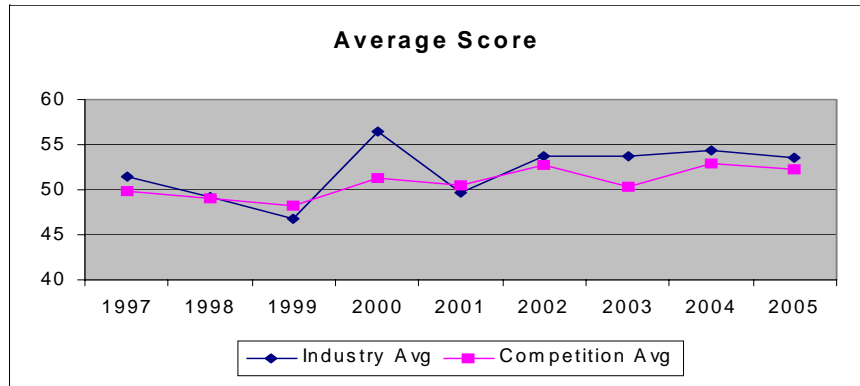
WebAward Internet Standards Assessment Report

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

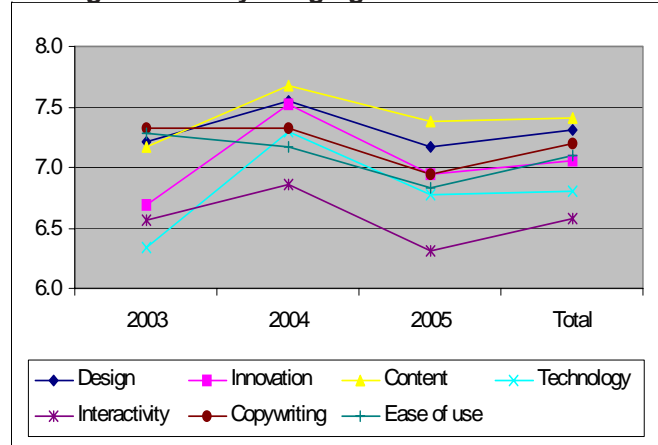


Average Scores by Judging Criteria

	<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

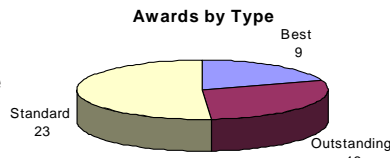
Average Scores by Judging Criteria Chart



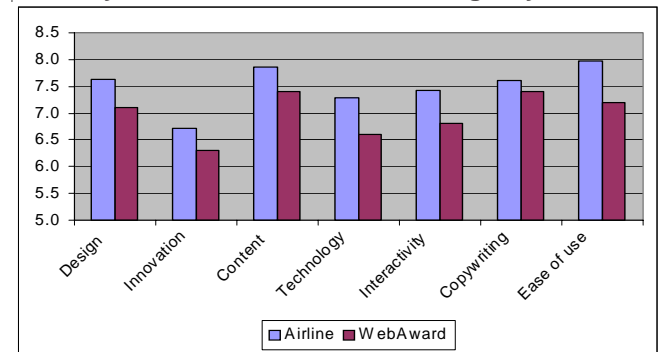
Commentary

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

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's 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