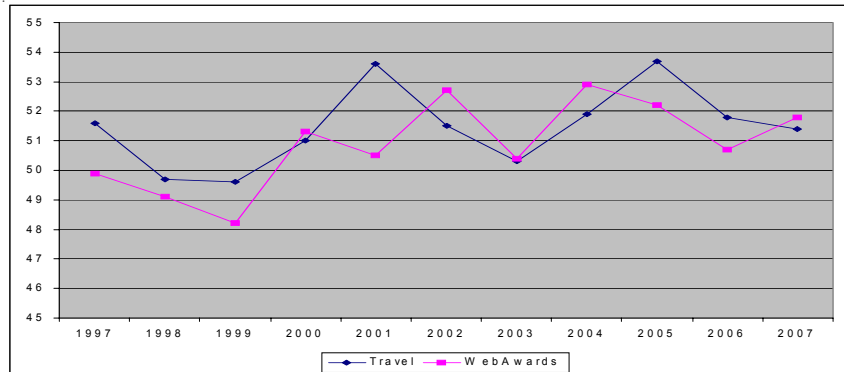# WebAward Internet Standards Assessment Report
2008 Travel Industry Benchmark Results

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
2006	51.8	50.7
2007	51.4	51.8

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.7	7.2	7.5	7.6	7.5
Innovation	5.8	6.2	6.9	6.9	7.0
Content	7.1	7.5	7.6	7.7	7.8
Technology	6.0	6.5	7.0	7.2	7.2
Interactivity	6.6	7.3	7.3	7.4	7.1
Copywriting	7.3	7.4	7.4	7.5	7.4
Ease of use	6.9	7.2	7.3	7.4	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
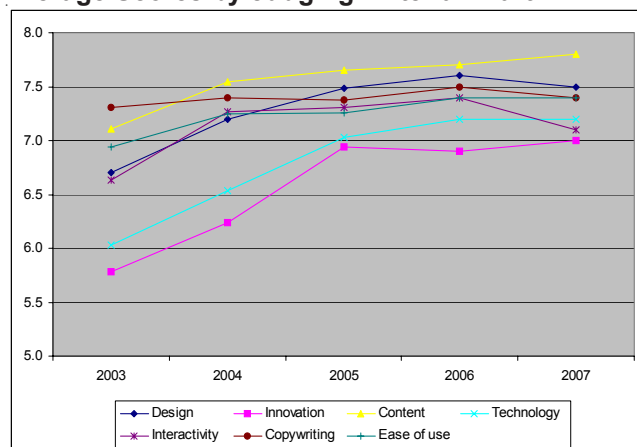
Analysis

The travel industry is generally in line with the ISAR index with periods of both over and under performance. Travel Web sites are strong in content, design, copywriting, and ease of use, but they fall below the 5-year criteria benchmark averages in all areas.

Face it. Most travelers start planning their trips on the Internet whether it is looking for a destination or actually booking reservations. Having a dynamic, interesting and informative Web site just gets your foot in the door. You need a compelling, entertaining Web site to really stand out in this industry.

Industry vs ISAR 5-Year Average By Criteria
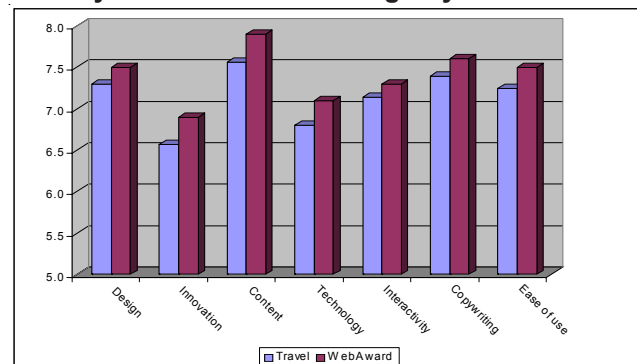
Best of Industry Winners

Year	Winner	Web site
2007	Arnold Worldwide	Hungry Suitcase
2006	Hospitality eBusiness	RIU Cancun Portal
2005	Yellowstone Journal Corp	YellowstonePark.com
2004	Quicksilver Associates	Seabourn Cruise Line
2003	Apollo Interactive	Excalibur Las Vegas Resort Hotel
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
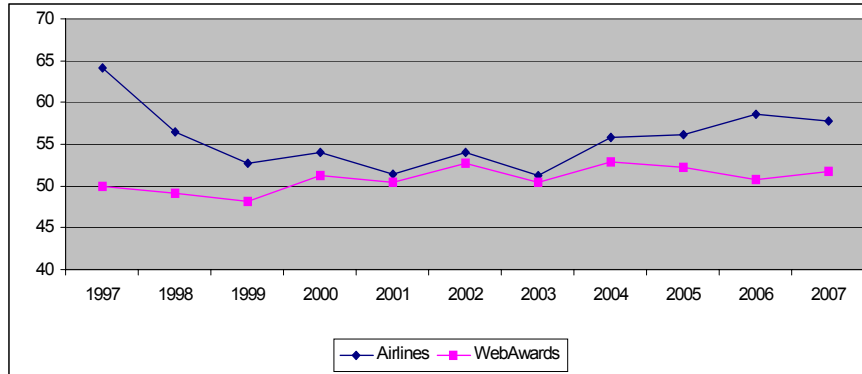
WebAward Internet Standards Assessment Report
2008 Airline Industry Benchmark Results

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

| Year	Airlines	WebAwards
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
2006	58.6	50.7
2007	57.8	51.8

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.4	8.1	7.4	8.4	8.3
Innovation	5.7	7.2	7.2	8.3	7.9
Content	7.6	8.1	8.0	8.8	8.7
Technology	6.3	7.7	7.9	8.3	8.4
Interactivity	7.1	6.9	8.2	8.1	8.1
Copywriting	7.7	7.6	7.5	8.7	8.1
Ease of use	7.6	8.5	7.9	8.0	8.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

## Industry vs ISAR 5-Year Average By Criteria
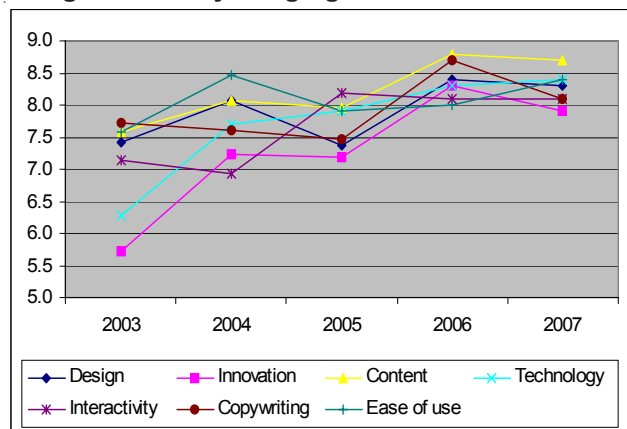
Analysis

Airline Web sites have consistently beaten the ISAR index in every year for the past eleven years - something accomplished by only a few industries. The strength of these Web sites lay in content, ease of use, design, and copywriting. This industry was knocked from the top spot for highest total average score in the ISAR Index for 2006 and currently holds the third highest ranking.

The best airline Web sites are moving from simple booking and customer service engines for their flights to becoming true travel sites where visitors can learn about destinations and even book reservations for hotel, car, or vacation services.
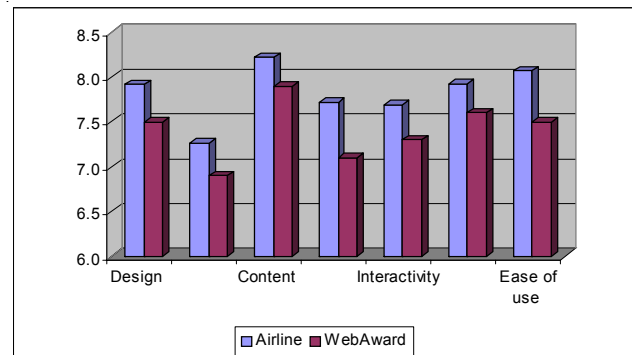
Best of Industry Winners

Year	Website	Winner
2007	Cramer-Krasselt	AirTran Raceway
2006	American Airlines	TM Interactive
2005	American Airlines	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

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WebAward Internet Standards Assessment Report

2008 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
2006	53.8	50.7
2007	51.8	51.8

Score out of a possible 70 points
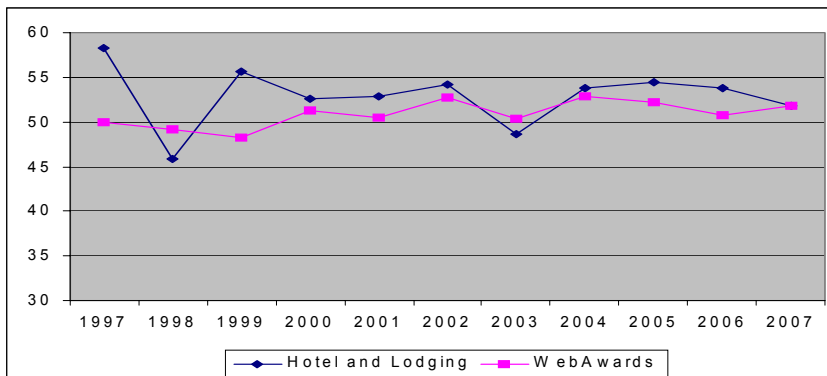
Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.9	7.8	7.3	8.1	7.7
Innovation	6.1	6.8	6.6	7.0	6.7
Content	7.1	7.6	7.4	8.1	7.8
Technology	5.9	6.9	6.8	7.4	6.9
Interactivity	6.1	7.4	7.1	7.7	7.3
Copywriting	7.3	7.5	7.4	7.7	7.6
Ease of use	6.8	7.4	7.2	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
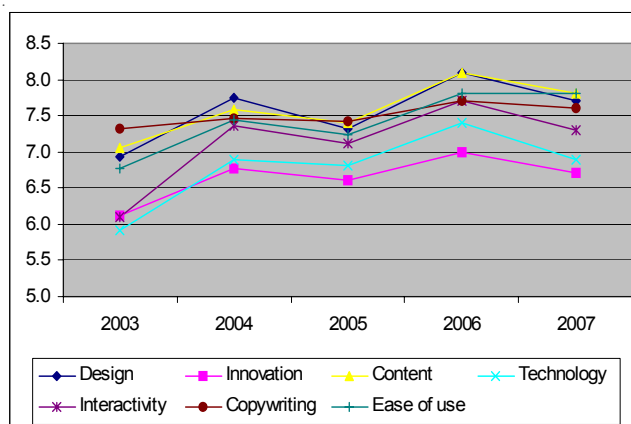
Analysis

Hotel and lodging Web sites have shown steady strength and have equaled or exceeded the overall ISAR index nine of the eleven years in which it competed. This industry outperformed the 5-year criteria benchmark averages in the design category and narrowly missed the benchmark in copywriting and ease of use. As an industry, hotel and lodging Web sites are especially strong in design, content, and copywriting.

Many hotel & lodging Web sites – including hotels, resorts, inns, and B&Bs – have benefited from consumers searching to contact the establishment directly, or through a portal. Realizing this, even the smallest lodging establishments take their Web presence very seriously. Search engine optimization is also critical for those looking for visitors in this industry.

Industry vs ISAR 5-Year Average By Criteria
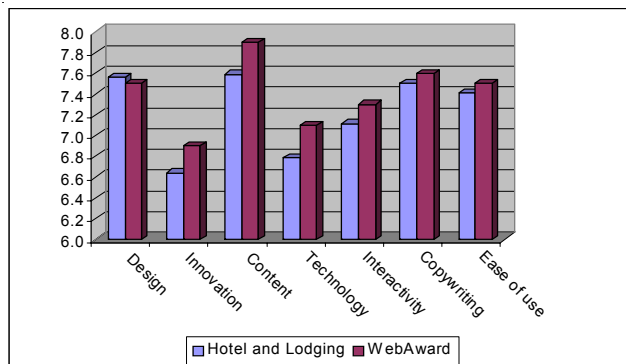
Best of Industry Winners

Year	Winner	Web site
2007	Cendyn	Stonewall Resort
2006	T3 (The Think Tank)	ExperienceMarriott.com
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

About this Report

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