WebAward Internet Standards Assessment Report

2009 Hotel & Lodging Industry Benchmark Results

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

Year	Hotel	WebAwards
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
2008	53.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.3	8.1	7.7	7.8
Innovation	6.8	6.6	7.0	6.7	7.2
Content	7.6	7.4	8.1	7.8	7.9
Technology	6.9	6.8	7.4	6.9	7.3
Interactivity	7.4	7.1	7.7	7.3	7.6
Copywriting	7.5	7.4	7.7	7.6	7.7
Ease of use	7.4	7.2	7.8	7.8	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
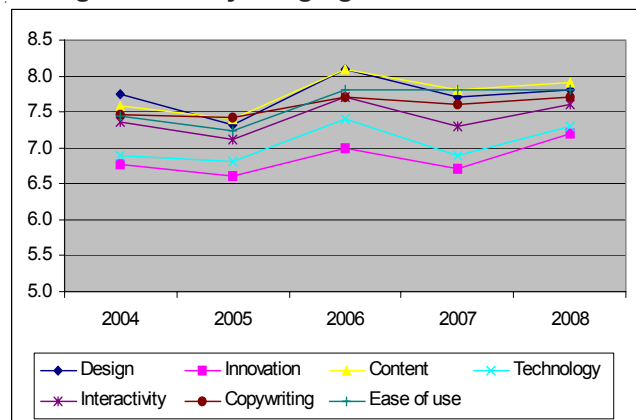
Analysis

Hotel and lodging Web sites have shown steady strength and have equaled or exceeded the overall ISAR index ten of the twelve years in which it competed. This industry outperformed the 5-year criteria benchmark averages in every category except innovation and use of technology. As an industry, hotel and lodging Web sites are especially strong in design, content, and copywriting. They posted lower scores in innovation and technology.

Many hotel & lodging Web sites – including hotels, resorts, inns, and B&Bs – have benefited from consumers searching to find an establishment and contacting 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
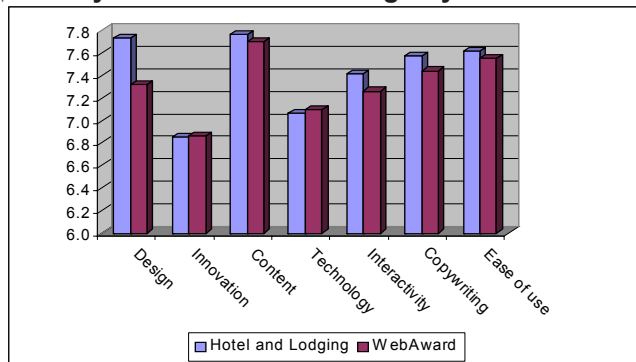
Best of Industry Winners

Year	Winner	Web site
2008	E-site Marketing	Hotel Terra Jackson Hole
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.

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