



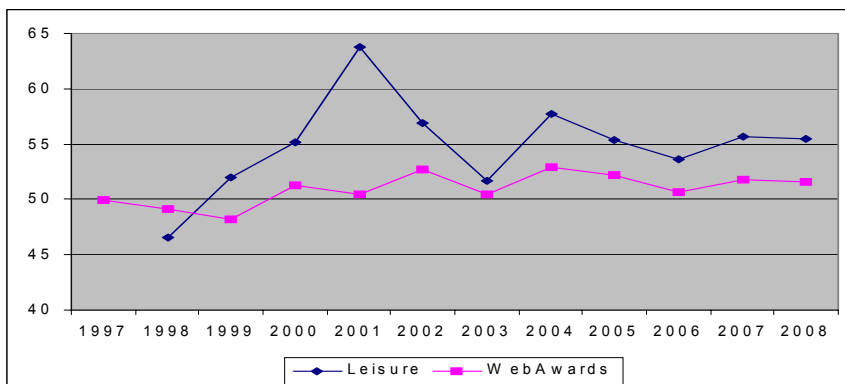
WebAward Internet Standards Assessment Report

2009 Leisure Industry Benchmark Results

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

Year	Leisure	WebAwards
1999	52	48.2
2000	55.2	51.3
2001	63.8	50.5
2002	56.9	52.7
2003	51.7	50.4
2004	57.7	52.9
2005	55.4	52.2
2006	53.6	50.7
2007	55.7	51.8
2008	55.5	51.6

Score out of a possible 70 points

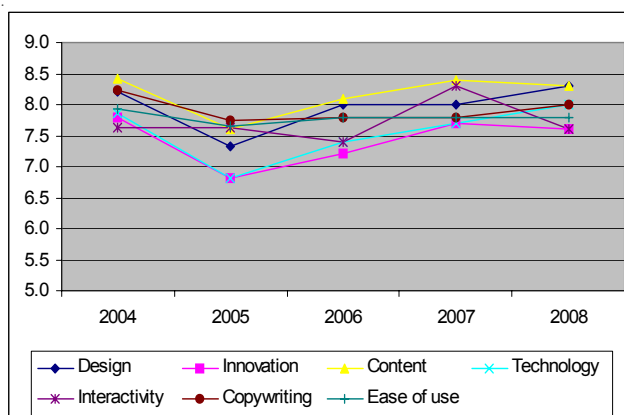


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.2	7.3	8.0	8.0	8.3
Innovation	7.8	6.8	7.2	7.7	7.6
Content	8.4	7.6	8.1	8.4	8.3
Technology	7.9	6.8	7.4	7.7	8.0
Interactivity	7.6	7.6	7.4	8.3	7.6
Copywriting	8.2	7.7	7.8	7.8	8.0
Ease of use	7.9	7.7	7.8	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

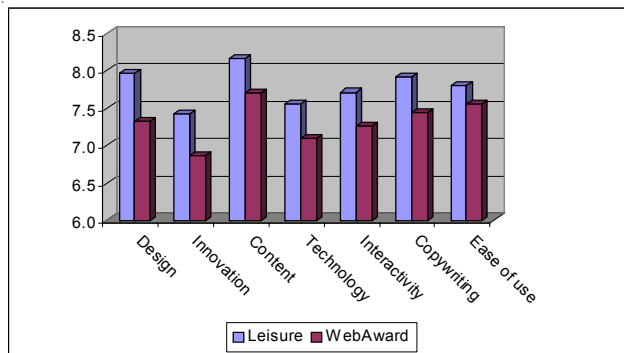


Analysis

2008 proved business as usual for leisure websites. As they do year after year, the leisure industry has consistently outperformed the ISAR index every year except its debut year of 1998. They have successfully outperformed the 5-year criteria benchmark averages in all areas. They are particularly strong in content, copywriting, design, and ease of use. They score lowest in technology and innovation; although their lower scores are still well above the WebAward average.

Leisure sites are about lifestyles and the best leisure Web sites engage the user in such a way as to offer an escape for daily life and see what life could be like. These sites were a welcome escape for the woes of 2008.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Red Rocket Studios	Nautiques.com
2007	Aristotle Interactive	Arkansas Hot Deals & Packages
2006	IconNicholson	San Manuel Indian Bingo & Casino
2005	Euro RSCG 4D	Intel Digital Home
2004	BGTpartners - Miami	Living the Seabourn Experience
2003	Aristotle	Earth River's Futaleufu
2002	Ripple Effects Interactive	Experience PA Web Site
2001	Ripple Effects Interactive	Experience PA Web Site
2000	Icon Nicholson	Wall Street Rarities
2000	Biggs-Gilmore Communications	Sea Ray Web Site
1999	Clear Ink	World Waters Outfitters
1998	THINK New Ideas	Salomon North America

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