



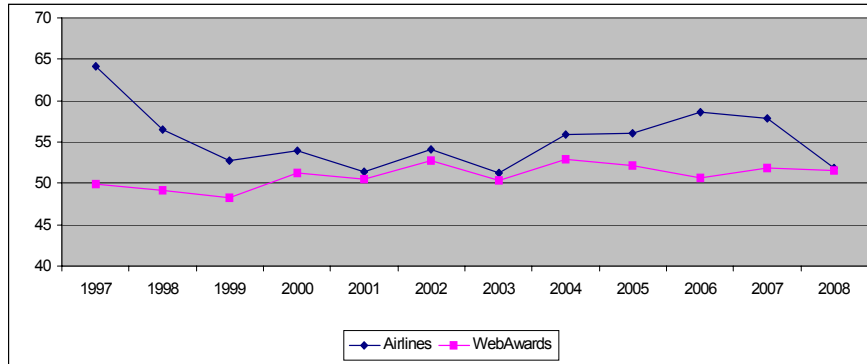
# WebAward Internet Standards Assessment Report

## 2009 Airline Industry Benchmark Results

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

Year	Airlines	WebAwards
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
2008	51.9	51.6

*Score out of a possible 70 points*

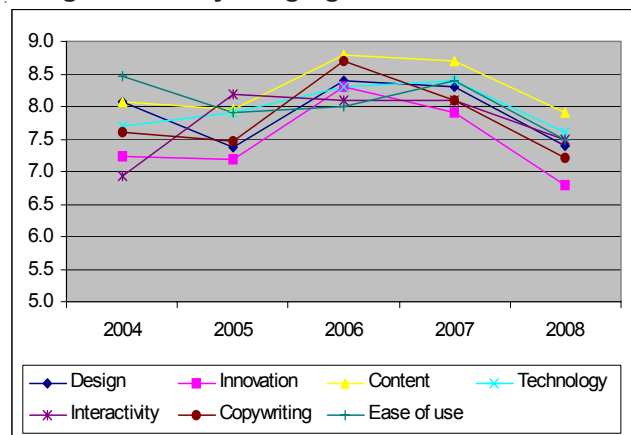


### Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.1	7.4	8.4	8.3	7.4
Innovation	7.2	7.2	8.3	7.9	6.8
Content	8.1	8.0	8.8	8.7	7.9
Technology	7.7	7.9	8.3	8.4	7.6
Interactivity	6.9	8.2	8.1	8.1	7.5
Copywriting	7.6	7.5	8.7	8.1	7.2
Ease of use	8.5	7.9	8.0	8.4	7.5

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart

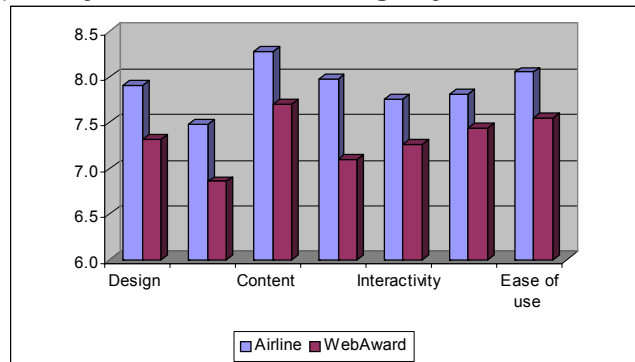


### Analysis

Airline Web sites have consistently beaten the ISAR index in every year for the past dozen years. This is an impressive feat accomplished by only a few industries. The airline industry has scored well above the WebAward 5-year ISAR criteria averages in all seven criteria areas. The strength of these Web sites lay in content, ease of use, design, and copywriting.

The best airline Web sites offer their visitors more than just a way to book flights. They continue to become true travel sites where visitors can learn about destinations and even book reservations for hotel, car, or vacation services. The best sites have used their vast marketing expertise and a strong brand to entice travelers to book more services with them rather than shopping around.

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



### Best of Industry Winners

Year	Website	Winner
2008	Atmosphere	BBDOEmirates.com
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

### 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](http://www.webaward.org)