



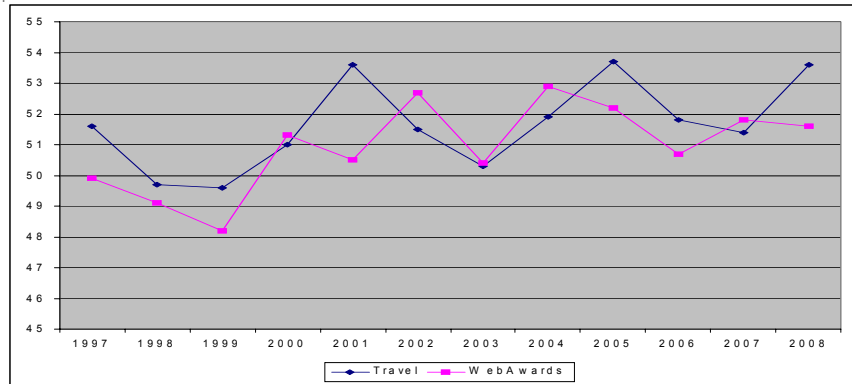
WebAward Internet Standards Assessment Report

2009 Travel Industry Benchmark Results

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

Year	Travel	WebAwards
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
2008	53.1	51.6

Score out of a possible 70 points

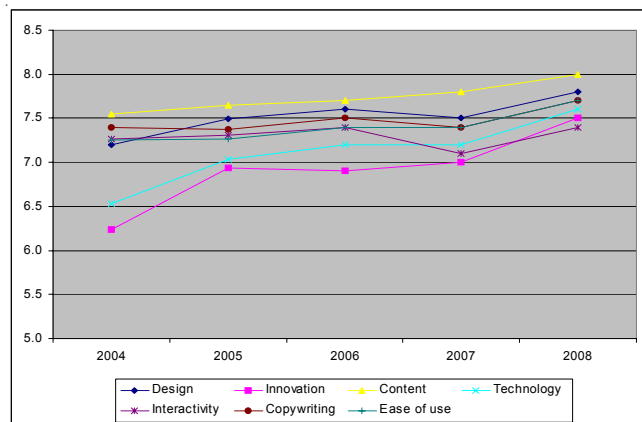


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.5	7.6	7.5	7.8
Innovation	6.2	6.9	6.9	7.0	7.5
Content	7.5	7.6	7.7	7.8	8.0
Technology	6.5	7.0	7.2	7.2	7.6
Interactivity	7.3	7.3	7.4	7.1	7.4
Copywriting	7.4	7.4	7.5	7.4	7.7
Ease of use	7.2	7.3	7.4	7.4	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

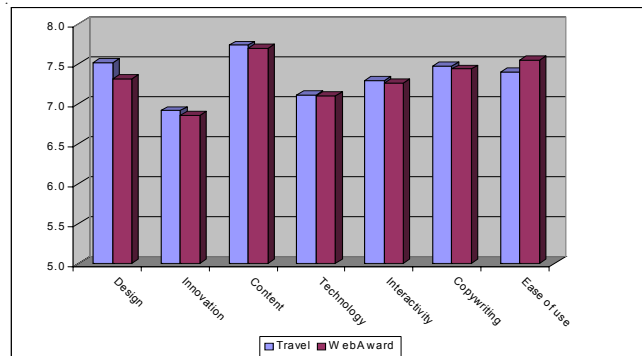


Analysis

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. A strong 2008 performance pulled up the travel industry 5-year criteria average scores to match or beat the WebAward 5-year averages in all areas except for ease of use.

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
2008	Teehan+Lax Inc	AirMiles Make Like Miles
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

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