



Overall, traffic to airline Web sites has made a full recovery since September 11 last year. Traffic to airline Web sites was up 9.6 percent in October (month-to-month), with visitors to the United Airlines Web site growing 18 percent in October 2002 to nearly 3.4 million, as compared to the previous month. Year-over-year, traffic to the site jumped nearly 17 percent.

While United Airlines is considered to be the second biggest carrier, the Southwest Airlines, Delta and American Airlines sites drew more visitors.

"The airline industry has experienced positive growth in Internet traffic over the last 12 months and year to year unique audience levels for United appear solid, but they may not tell the whole story," said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings. "A number potentially more in line with United's current problems is the 15.3 percent decline in traffic to United Airlines' reservation homepage (<http://www.ual.com>) from a year ago."

Table 1. Nielsen//NetRatings Top Airline Site, October 2002 (U.S., Combined Home and Work)

Brand or Channel	Unique Audience (000)
Southwest Airlines	5,184
Delta	4,240
American Airlines	3,729
United Airlines	3,351
Northwest Airlines	2,466
Continental Airlines	2,131
U.S. Airways	1,987
JetBlue Airways	1,458
America West Airlines	1,250
Airtran.com	989

