



For Immediate Release:
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‘FLY THREE, GET ONE FREE’ PROMOTIONS BOOST TRAFFIC TO AIRLINE SITES, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — June 13, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that special fare sales boosted traffic to airline sites during the week ending June 8th. Several airlines announced similar ‘Fly Three, Get One Free’ type promotions last week, driving double-digit traffic to airline sites.

Traffic from work to United Airlines jumped 54 percent to more than 1.1 million unique surfers (see Table 1). Top pages for the site revealed surfers registering for the special promotion. Ranking as the second fastest growing airline site, Northwest Airlines, with the same promotion, drew 587,000 surfers, increasing 35 percent week-over-week. American Airlines and U.S. Airways also offered the special, jumping 33 percent and 19 percent, respectively. The ripple effect of the promotions affected sites including JetBlue Airways which rounded out the top five fastest growing airlines sites with their online fare promotions.

“In such a competitive market, fare wars have long been a trademark tactic for the industry, with airlines constantly trying to match and outdo promotions,” said Patrick Thomas, senior analyst, Nielsen//NetRatings.

Table 1: Nielsen//NetRatings Fastest Growing Airline Sites, Week Ending June 8, 2003 (U.S., Work)

Brand or Channel	Unique Audience (000)		
	6/1/2003	6/8/2003	% Growth
1. United Airlines	716	1,105	54%
2. Northwest Airlines	435	587	35%
3. U.S. Airways	422	563	33%
4. American Airlines	1,007	1,198	19%
5. JetBlue Airways	353	383	8%

Source: Nielsen//NetRatings, June 2003

Additional Highlights from Nielsen//NetRatings’ Week on The Web:

- **Martha Stewart News Draw Online Fans to Marthataalks.com**

Marthataalks.com, Martha Stewart’s personal Web site, attracted 351,000 unique visitors at work during the week ending June 8, according to Nielsen//NetRatings. The site launched a few hours after her indictment offering surfers Stewart’s personal comments and other legal statements.

Additionally, the online shopping site, Marthastewart.com, rose 31 percent at home to 240,000 unique visitors.



About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source all data to Nielsen//NetRatings.

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