

## Air France Makes a Difference on the Web, Scoops up “Travel d’Or 2016” Award



Air France was recently honored with the top prize in the air transport category at the French tourism industry’s ‘Les Travel D’Or’ awards. Launched in 2009, the “Travel d’Or” awards honor the companies in the tourism sector that make a difference with their online services. This year, more than 320 companies were nominated and the winners were decided on the basis of votes of some 170,000 web users.

For Air France, the award salutes the creativity and innovative capacity which it illustrates on its website and more generally on digital media.

A screenshot of the Air France website's flight booking interface. The top navigation bar includes the Air France logo, language selection (France - EN), and links for 'Contact us', 'Create my account', and 'My account'. Below this is a main navigation menu with 'HOME', 'PURCHASE A TICKET', 'CHECK-IN', 'YOUR RESERVATIONS', and 'INFORMATION'. A search bar is located on the right. A red banner at the top of the main content area reads 'FLIGHT UPDATE - Brussels situation and commercial instructions'. The main booking area features a 'PURCHASE A TICKET' section with options for 'USE YOUR MILES' and 'DISCOUNT PASS'. The 'PURCHASE A TICKET' section includes a 'ROUND TRIP' button, a 'ONE-WAY' button, and a 'Multi-destination trip' option. The flight details are: 'Paris, All airports (PAR) - Fra ...', 'Arriving at', '29 Mar 2016', '29 Mar 2016', '1 Passenger', and 'Economy'. A red 'SEARCH' button is at the bottom. To the right of the booking form is a promotional banner for 'THE WORLD IS YOURS!' with the text 'DISCOVER OUR PROMOTIONS' and 'Book before 2016, March 31!'. The banner features a woman with a large, blue, curly wig.

The website [www.airfrance.fr](http://www.airfrance.fr) was redesigned a few months ago to provide a better browsing experience, especially on tablets. With redesigned ergonomics, it is now quicker and easier to use.



More recently, Air France launched its new mobile App, which incorporates new features and a new design, as well as its new website Travel by Air France, a digital travel guide for curious and discerning travellers.

The “Travel d’Or” awards covers the whole digital tourism sector, split into ten distinct categories (Online travel agencies, Hotels, Air transport, Sea transport, Distribution networks, Tourism offices, France specialists, Tour operators, Collaborative tourism and Bloggers). Web users choose their favorite websites in each category based on several criteria: overall impression, usability, readability, access to information, response time, etc.

<http://news.gtp.gr/2016/03/28/air-france-makes-difference-web-scoops-travel-dor-2016-award/>