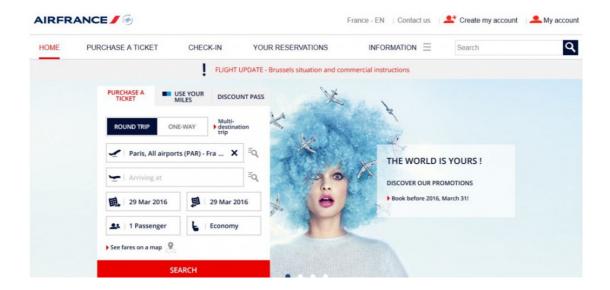
Air France Makes a Difference on the Web, Scoops up "Travel d'Or 2016" Award



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.



The website
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/