

Gómez Performance Index For Hotels: August 15 - September 15, 2004

The Gómez Performance Index (GPI) for Hotels benchmarks end-to-end response time and availability performance of leading hotel and third-party travel services Web sites executing a multi-step transaction -- the ubiquitous hotel room search. The steps measured consist of navigating to the homepage; initiating a search query; and gathering room details and rate information. Measurements for the Hotels GPI are taken from a cross section of a high-speed Internet backbone networks once every hour from 10 co-location facilities around the U.S.

To read the complete methodology for the Hotels GPI, please click [here](#).

Data Analysis

Expedia continues to hold top rank in the latest Gómez Performance Index (GPI) for Hotels. Response time across all benchmarked online travel service sites averaged 9.52 seconds, while transactional success rate reached an impressive 99.10% during the period. These averages represent the highest level of performance across all benchmarked sites since the inception of the GPI for Hotels. Improved application stability and performance may likely be associated with the end of summer vacation season, a time of reduced Internet traffic.

Hotels GPI Benchmark August 15, 2004 - September 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	5.83	1	Hotels.com	99.82
2	Marriott	7.46	2	Orbitz	99.64
3	Ramada	8.11	3	Expedia	99.51
4	Travelocity	8.45	4	Choice Hotels	99.33
5	Starwood	8.49	5	Travelocity	99.23
6	Choice Hotels	8.54		Benchmark Average	99.10
7	Orbitz	9.13		Ramada	99.10
	Benchmark Average	9.52	7	Marriott	98.97
8	Hotels.com	10.17	8	Starwood	98.94
9	Hilton	13.85	9	Hilton	98.66
10	Best Western	15.17	10	Best Western	97.80

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Response Time

Despite a 0.29 second increase in average response time, Expedia maintained its top rank in this Hotels GPI category. With the exception of Best Western, Hilton and Expedia, all the hoteliers

improved their response times in this benchmark component. In fact, seven out of the ten travel industry sites outperformed the benchmark average.

Success Rate

Average success rate was 0.64% greater than the average posted during the previous publishing period, making it the highest reported success rate since January, 2004. All benchmarked sites averaged 97.80% or above, suggesting a high level of consistency across the online hospitality services industry.

Gómez, the Internet Performance Management Company, is a trusted leader in measuring effectiveness of corporate and e-commerce Web sites for the world's largest companies. Since 1997, Gómez has provided performance measurement, benchmarking and strategic insight to help build successful e-businesses. From the industry's strongest, most respected heritage of Internet performance measurement, Gómez -- via the Gómez Performance Network -- is the only company to monitor across last-mile connections, delivering faster, actionable intelligence through its proprietary service. To learn more, visit www.gomez.com.