

Gómez Performance Index For Hotels: December 15, 2004 - January 15, 2005

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

The latest Gómez Performance Index (GPI) for Hotels finds Expedia in the top spot in the Response Time category for sixth consecutive time period. Response times across all benchmarked online travel sites averaged 9.51 seconds, while average transactional success rate measured at 98.79% during this period.

Hotels GPI Benchmark December 15, 2004 - January 15, 2005			
Response Time Rating		Success Rate Rating	
Rank	Site	Response Time (sec)	Success Rate (%)
1	Expedia	6.76	99.74
2	Hotels.com	7.21	99.74
3	Marriott	7.91	99.74
4	Starwood	9.37	99.74
5	Ramada	9.50	99.74
Benchmark Average		9.51	
6	Orbitz	9.72	99.53
7	Choice Hotels	9.89	99.25
8	Hilton	10.53	99.09
9	Travelocity	10.67	98.88
Benchmark Average			98.79
10	Best Western	13.56	97.14
			95.02

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Response Time

Expedia continues to hold top rank in this Hotels GPI benchmark category despite posting slower response time for the third consecutive time period. With the exception of Expedia, Marriott, Ramada and Choice Hotels, the rest of the sites showed improved response times, helping the benchmark average improve by 0.30 second.

Success Rate

With only a 0.05 second change, the average success rate remains consistent with previous measurement period. Following the trend set during previous measurement period, eight of ten services posted success rates greater than 98%. This level of stability suggests 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.