

Gómez Performance Index For Hotels: March 15 - April 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

Marriott continued to lead the Response Time category in the latest Gómez Performance Index (GPI) for Hotels. Unlike the previous measurement period, however, Marriott also took top placement in the Success Rate category during the measurement period of 15 March to 15 April 2004. Interestingly, the upcoming Democratic National Convention (DNC) scheduled for the end of July is already having an impact on the transaction measured for Hotels GPI (booking a room in Boston): at least one hotelier's script failed three weeks into the measurement period. Should be interesting to see if the benchmark fluctuates or variability creeps into individual companies' Response Time or Success Rate averages as the convention draws near.

Hotel GPI Benchmark March 15, 2004 - April 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Marriott	4.18	1	Marriott	99.90
2	Choice Hotels	6.08	2	Choice Hotels	99.59
3	Expedia	7.51	3	Ramada	99.41
4	Hotels.com	9.80	4	Hilton	99.03
	Benchmark Average	10.81	5	Hotels.com	98.83
5	Best Western	11.87	6	Orbitz	98.68
6	Starwood	12.53	7	Expedia	98.68
7	Ramada	13.13		Benchmark Average	98.47
8	Travelocity	13.54	8	Travelocity	98.44
9	Orbitz	14.33	9	Starwood	97.49
10	Hilton	15.16	10	Best Western	94.62

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Response Time

In the Response Time category, Marriott posted an average of 4.18 seconds; runner-up Choice Hotels was nearly 2 seconds behind at 6.08 seconds. Expedia and Hotels.com, which ranked third and fourth respectively, were the only other companies to outperform the benchmark average.

Success Rate

Average Success Rate for the Hotels GPI was markedly improved compared with the previous two measurement periods. In fact, four of the 10 sites on the Hotels GPI maintained a 99% or better Success Rate for this time period. Also noteworthy is the fact that 7 of the 10 hotels outperformed the benchmark average this period compared with the previous two periods.

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.