

Gómez Performance Index For Hotels: October 15 - November 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 retained top rank for the fourth consecutive Gómez Performance Index (GPI) for Hotels. Response times across all benchmarked online travel sites averaged 9.32 seconds, while transactional success rate decreased to 98.11% during the period.

Response Time

Despite posting a 0.27 second increase in response time from the previous period, Expedia held top rank in this Hotels GPI benchmark category. Best Western and Starwood reported response time improvements of more than 3 seconds each, helping the benchmark average decrease by 0.46 seconds. Overall, seven of the ten participating firms out-performed the benchmark average.

Hotels GPI Benchmark October 15, 2004 - November 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	5.91	1	Choice Hotels	99.74
2	Marriott	7.35	2	Hotels.com	99.48
3	Hotels.com	7.90	3	Hilton	99.40
4	Ramada	8.23	4	Marriott	98.86
5	Travelocity	8.82		Ramada	98.86
6	Choice Hotels	8.85	6	Orbitz	98.78
7	Starwood	8.89	7	Travelocity	98.59
	Benchmark Average	9.32		Benchmark Average	98.11
8	Orbitz	9.52	8	Starwood	96.46
9	Best Western	12.89	9	Expedia	96.13
10	Hilton	14.82	10	Best Western	94.75

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Success Rate

Average success rate fell 0.55% from the average posted during the previous publishing period. A noticeable decrease in availability can be seen across many of the benchmarked sites, indicating the impact increased holiday season travel planning is having on transactional success rates. Still, seven of ten services posted success rates greater than 98%, suggesting a high level of consistency across the online hospitality services industry.

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