

## Gomez Performance Index For Hotels: March 15 - April 15, 2005

The Gomez 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 dominate in the Response Time category of Gomez Performance Index (GPI) for Hotels. Response times across all benchmarked online travel sites averaged 9.79 seconds, while the average transactional success rate measured at 98.63% during this period.

### Response Time

For the ninth consecutive period, Expedia continues to maintain its lead in this benchmark category with a 6.35 seconds response time. Starwood and Hotels.com followed closely behind, ranking second and third respectively. Marriott, Choice Hotels, and Orbitz were among the others to outperform the benchmark average. For the first time in the past three months, benchmark averages improved, showing a 0.46 second improvement compared to the previous publishing period.

Hotels GPI Benchmark March 15, 2005 - April 15, 2005					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	6.35	1	Marriott	99.79
2	Starwood	7.05	2	Hotels.com	99.69
3	Hotels.com	8.12	3	Expedia	99.64
4	Marriott	8.53	4	Orbitz	99.56
5	Ramada	8.61	5	Hilton	99.30
6	Hilton	9.67	6	Ramada	99.01
	<b>Benchmark Average</b>	<b>9.79</b>		<b>Benchmark Average</b>	<b>98.63</b>
7	Choice Hotels	10.80	7	Travelocity	98.52
8	Travelocity	11.40	8	Choice Hotels	97.81
9	Orbitz	12.08	9	Starwood	97.72
10	Best Western	15.26	10	Best Western	95.28

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## Success Rate

Benchmark average shows a minor 0.17% decrease compared to the previous measurement period in this category. It continues to remain at a respectable level with a 98.63% success rate. Following the trend set during the previous two measurement periods, the majority of the services posted success rates greater than 98%. This level of consistency reinforces a high level of stability that had previously been observed.

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