

## Gomez Performance Index For Hotels: October 15 to November 15, 2005

The prevailing goal for hoteliers in the Performance Index is overall consistency. With few notable exceptions, the benchmarked sites on our index demonstrate very predictable average application speed and success rates.

Since the last period, the average benchmark response time has increased from 10.94 seconds to 12.08 seconds. Thankfully, the success rate returned to a more acceptable level, from 96.98% to 98.18%.

Hotels GPI Benchmark October 15, 2005 - November 15, 2005					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Choice Hotels	6.83	1	Marriott	99.68
2	Marriott	7.55	2	Travelocity	98.97
3	Expedia	8.35	3	Hilton	98.79
4	Red Roof Inn	8.76	4	Choice Hotels	98.77
5	Motel 6	10.22	5	Hotels.com	98.43
6	Hilton	11.47	6	Starwood	98.36
7	Ramada	11.69		<b>Benchmark Average</b>	<b>98.18</b>
	<b>Benchmark Average</b>	<b>12.08</b>	7	Ramada	98.06
8	Starwood	12.47	8	Motel 6	97.97
9	Orbitz	14.53	9	Best Western	97.94
10	Hotels.com	14.93	10	Red Roof Inn	97.73
11	Best Western	18.64	11	Expedia	97.68
12	Travelocity	19.49	12	Orbitz	95.72

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### Success Rate

It looks like hoteliers have made their holiday site changes and their sites are very stable and Gomez expects this to stay the course through the busy holiday travel period. Alas, there may be an outage or two during a busy day, but the hotelier should rebound quickly.

### Response Time

Compared to October, two hoteliers made site changes that have increased their response time (over 4 seconds), and two other leaders have seen a creep in response times (up to 4 seconds), as well. These summer-time leaders were the cause for the over benchmark increase in response time.

Hoteliers below the average have not changed since the previous reporting period. These hoteliers are at least consistent month over month.