

Gómez Performance Index For Hotels: January 16 - February 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

For the second consecutive month, Marriott led the response time category in the Gómez Performance Index (GPI) for Hotels. Moreover, Marriott led the success rate category, overtaking last period's leaders -- Starwood and Hotels.com.

Additionally, Marriott was one of only four hotels that maintained 99% availability during the measurement period of 16 January 2004 and 15 February 2004.

| Hotel GPI Benchmark January 16, 2004 - February 15, 2004 | | | | | |
|---|--------------------------|---------------------|----------------------------|--------------------------|------------------|
| Response Time Rating | | | Success Rate Rating | | |
| Rank | Site | Response Time (sec) | Rank | Site | Success Rate (%) |
| 1 | Marriott | 4.21 | 1 | Marriott | 99.69 |
| 2 | Expedia | 4.75 | 2 | Hotels.com | 99.53 |
| 3 | Choice Hotels | 5.92 | 3 | Choice Hotels | 99.45 |
| 4 | Hotels.com | 8.86 | 4 | Expedia | 99.22 |
| 5 | Orbitz | 10.25 | 5 | Orbitz | 98.49 |
| | Benchmark Average | 10.69 | 6 | Starwood | 97.81 |
| 6 | Starwood | 12.55 | 7 | Travelocity | 97.58 |
| 7 | Best Western | 12.67 | | Benchmark Average | 97.16 |
| 8 | Travelocity | 14.55 | 8 | Ramada | 96.77 |
| 9 | Ramada | 16.15 | 9 | Hilton | 91.89 |
| 10 | Hilton | 17.05 | 10 | Best Western | 91.13 |

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Response Time

Marriott led the response time category, clocking in at 4.21 seconds, with Expedia close behind at 4.75 seconds. Choice Hotels was third at 5.92 seconds.

This month's benchmark cleanly divided the index, with Marriott, Expedia, Choice Hotels, Hotels.Com and Orbitz showing response time faster than the benchmark, while Starwood, Best Western, Travelocity, Ramada and Hilton all performed slower than the benchmark average.

Overall, 4 of the 10 benchmarked hotel sites showed improved performance over the previous Hotels GPI. Most notable was Best Western, which saw a 3.2 second performance improvement from the last Hotels GPI.

Success Rate

Four of the 10 sites on the Hotels GPI maintained a 99% or better success rate for this time period. However, the overall success rate dropped, as two of the hoteliers on the index -- Hilton and Best Western -- had values in the 91% range. These two sites brought down the overall success rate to 97.16%, with seven of the ten hoteliers demonstrating success rates better than the average.

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.