

Gomez Performance Index For Hotels: February 15 - March 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

For eighth consecutive time period, Expedia dominates in the Response Time category of Gomez Performance Index (GPI) for Hotels. Response times across all benchmarked online travel sites averaged 10.25 seconds, while average transactional success rate measured at 98.80% during this period.

Response Time

Expedia continues to maintain its lead in this benchmark category with a 6.09 seconds response time. Starwood and Marriott followed close behind, ranking second and third respectively. Hotels.com, Choice Hotels and Orbitz were among the others to outperform benchmark average. It is worth noting that the benchmark average has been on a decline over past two months, increasing by roughly 0.40-0.45 second per month.

Hotels GPI Benchmark February 15, 2005 - March 15, 2005					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	6.09	1	Hotels.com	99.71
2	Starwood	7.81	2	Marriott	99.65
3	Marriott	8.38	3	Choice Hotels	99.60
4	Hotels.com	8.52	4	Hilton	99.00
5	Choice Hotels	10.08	5	Expedia	98.92
6	Orbitz	10.17	6	Best Western	98.86
	Benchmark Average	10.25		Benchmark Average	98.80
7	Hilton	11.14	7	Ramada	98.73
8	Travelocity	11.28	8	Travelocity	98.72
9	Ramada	13.61	9	Orbitz	98.39
10	Best Western	15.40	10	Starwood	96.38

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Success Rate

Despite a decrease of 0.25% compared to previous measurement period, average success rate remains at a respectable level. Following the trend set during previous measurement period, majority of the services posted success rates greater than 98%. This level of consistency reinforces a high level of stability observed in past.

Gomez is the leading supplier of enterprise solutions that help companies achieve and maintain the peak performance of their mission-critical Internet applications. Using Gomez products and services, enterprises reach performance excellence and meet or surpass their business goals. Founded in 1997, Gomez provides performance measurement, benchmarking and competitive insight to Global 1000 companies across all industry segments, including financial services, e-commerce, information technology and travel.