

Gomez Performance Index For Hotels: January 15, 2006 to February 15, 2006

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

Since the last period, the average benchmark response time has improved from 10.65 seconds to 9.81. Additionally, the success rate also improved from 98.89% to 98.97%.

Success Rate

As expected, the majority of the hoteliers continued their improvement trend over the last month. A few site changes were made last month that have impacted the overall averages. Gomez considers hoteliers with above 98% availability as top performers. For this period, the lowest rating was 96.43%, with two hoteliers falling below the 98% threshold.

Response Time

Most of the retailers who fell below the benchmark average in January showed improved performance this month. Notable improvements were made by both Orbitz and Starwood who experienced degradations in performance in December.

Hotels GPI Benchmark January 15, 2006 - February 15, 2006					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Choice Hotels	5.66	1	Choice Hotels	99.89
2	Marriott	5.95	2	Red Roof Inn	99.81
3	Motel 6	6.37	3	Marriott	99.79
4	Expedia	6.83	4	Ramada	99.78
5	Red Roof Inn	7.19	5	Motel 6	99.76
6	Starwood	8.59	6	Hilton	99.60
	Benchmark Average	9.81		Benchmark Average	98.97
7	Ramada	9.86	7	Travelocity	98.77
8	Hilton	10.90	8	Expedia	98.75
9	Orbitz	11.62	9	Hotels.com	98.66
10	Hotels.com	12.27	10	Starwood	98.59
11	Travelocity	15.59	11	Orbitz	97.75
12	Best Western	16.89	12	Best Western	96.43

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