

## Gomez Performance Index For Hotels: July 15 to August 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.

Starting next month, two more hotels (Red Roof Inn and Motel 6) will be added to the GPI.

### Success Rate

Even when success rates dipped among benchmarked hoteliers, the decrease could be isolated to a limited, discrete (but extremely noticeable) speed and/or availability event that was usually resolved in less than two hours. For instance, the top 5 hoteliers (Marriott, Hotels.com, Travelocity, Choice Hotels, and Starwood) in success rate indicate that they will almost always complete a customer transaction.

The hoteliers who had less than a 98% success rate suffered outages where for one or two specific days their success rate dipped to 96 % to 90 %. Most hoteliers that sank in their success rate are exceptions due to infrastructure changes. We expect them to return to their average rate this month.

Hotels GPI Benchmark July 15, 2005 - August 15, 2005					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	6.91	1	Hotels.com	99.59
2	Choice Hotels	7.44	2	Best Western	99.12
3	Starwood	7.74	3	Marriott	98.89
4	Marriott	8.07		Travelocity	98.89
5	Hilton	10.05	5	Choice Hotels	98.68
6	Ramada	10.10	6	Hilton	98.42
7	Hotels.com	10.47		<b>Benchmark Average</b>	<b>98.03</b>
	<b>Benchmark Average</b>	<b>10.63</b>	7	Expedia	96.90
8	Orbitz	12.74	8	Starwood	96.88
9	Travelocity	15.16	9	Orbitz	96.66
10	Best Western	17.57	10	Ramada	96.28

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### Response Time

The top five hoteliers in response time (Expedia, Marriott, Starwood, Hilton, and Choice Hotels) show the fastest and most consistent performance, indicating that consumers can always expect fast response from these hoteliers. These hoteliers maintained their leadership positions from last month.