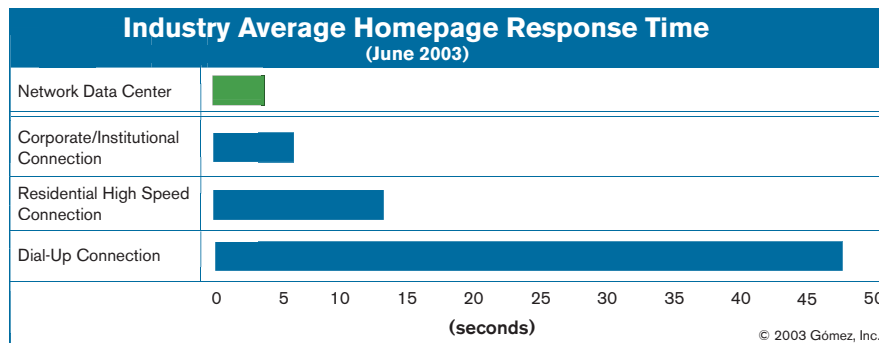


Gómez Hotel Industry Benchmark - Homepage Data

The Gómez Hotel Industry Homepage Benchmark for June reveals several key trends.

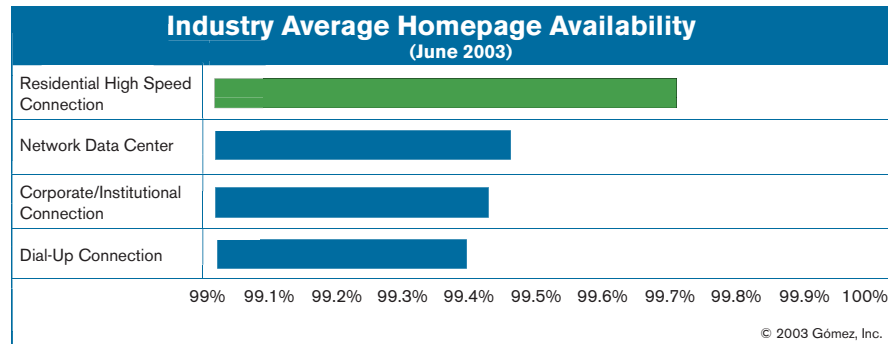
- Response time averages dipped slightly across high speed connections during the month of June. Network data center times exceeded 4 seconds, while Corporate/Institutional Response times rose to 7.75 seconds.
- Interestingly, the dial-up connection average for all hotel sites was appreciably faster compared with the previous two months. These trends could indicate decreased visitation to the hotel sites or simply fewer people concurrently attempting to access sites throughout the month.
- The Starwood Web site climbed from number five to number three in this month's Network Data Center response time ranking.

Gómez also added two new data points to this month's benchmark report. The first is a Residential High Speed Connection metric that represents users accessing hotel Web sites through cable modems (typically from home). The second is the inclusion of availability rankings for each hotel site included on the benchmark.



Network Data Center		Corporate/Institutional Connection		Residential High Speed Connection		Dial-Up Connection	
Site	Response Time (seconds)	Site	Response Time (seconds)	Site	Response Time (seconds)	Site	Response Time (seconds)
Marriott	2.29	Radisson	4.43	Radisson	6.67	Radisson	27.05
Choice Hotels	2.37	Ramada	5.81	Ramada	11.16	Choice Hotels	33.32
Starwood	3.56	Marriott	5.81	Choice Hotels	11.37	Marriott	43.26
Radisson	4.07	Starwood	6.51	Starwood	12.94	Embassy Suites	45.28
Benchmark Average	4.14	Choice Hotels	6.96	Marriott	13.11	Benchmark Average	47.27
EmbassySuites	4.19	Benchmark Average	7.75	Benchmark Average	13.68	Hilton	48.90
Hilton	4.44	EmbassySuites	8.81	Embassy Suites	14.67	Ramada	49.23
Ramada	4.66	Hilton	8.93	Wyndham	14.89	Starwood	49.50
Intercontinental	4.74	Wyndham	10.01	Hilton	15.08	Wyndham	55.52
Wyndham	6.97	Intercontinental	12.48	Intercontinental	23.22	Intercontinental	73.42
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Below are Gómez availability rankings for each hotel site listed on the benchmark. Availability is a measure of the percentage of time Gómez synthetic tests were able to access the Web site without encountering any fatal errors, such as navigational problems, page not found malfunctions or other types of server side faults.



Network Data Center		Corporate/Institutional Connection		Residential High Speed Connection		Dial-Up Connection	
Site	Availability	Site	Availability	Site	Availability	Site	Availability
Marriott	100.00%	EmbassySuites	100.00%	Choice Hotels	100.00%	Choice Hotels	100.00%
Starwood	99.96%	Hilton	100.00%	Hilton	100.00%	Embassy Suites	100.00%
EmbassySuites	99.69%	Intercontinental	100.00%	Intercontinental	100.00%	Hilton	100.00%
Hilton	99.65%	Marriott	100.00%	Radisson	100.00%	Radisson	100.00%
Ramada	99.49%	Starwood	100.00%	Ramada	100.00%	Ramada	100.00%
Benchmark Average	99.47%	Benchmark Average	99.44%	Starwood	100.00%	Benchmark Average	99.40%
Choice Hotels	99.30%	Radisson	99.17%	Wyndham	100.00%	Starwood	99.23%
Wyndham	99.30%	Ramada	99.17%	Benchmark Average	99.71%	Marriott	99.18%
Radisson	99.03%	Choice Hotels	99.08%	Embassy Suites	99.12%	Intercontinental	98.51%
Intercontinental	98.79%	Wyndham	97.52%	Marriott	98.23%	Wyndham	97.69%

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Analyst Comments:

The industry averages for hotel Web site availability indicate that sites are highly accessible to the vast majority of customers. For each of our four line speed connections, availability exceeded 99.4%, which is well within the acceptable range. Although no one likes to visit a Web site and find its pages unavailable, during the month of June, less than 1 in 100 visitors met with this result.

Although availability metrics for this industry are very good, it is not uncommon to see percentages in the 99th percentile. Using performance monitoring tools such as the Gómez Performance Network, Webmasters can be alerted of site performance problems in real time. Alerts identify application or network infrastructure malfunctions, enabling Gómez clients to proactively reroute traffic to alternate servers or resolve problems before they significantly impact site visitors' online experience, which undercuts Internet channel effectiveness.

About Gómez

Gómez serves companies that strategically depend on the effectiveness of their Internet channel to increase revenues and decrease expenses and provides the industry's only comprehensive set of integrated solutions that help firms maximize the performance, functionality, and usability of their Internet channel.

The Gómez measurement infrastructure monitors page and transactional responsiveness, availability and success rates from a network of over 10,000 nodes located in every state in the U.S. as well as in 65 countries worldwide. Uniquely, Gómez provides real-time performance alerting and reporting covering the data center to the desktop, and profiles end-user connection rates, locations and ISP networks.