

Gómez Performance Index For Hotels: June 15 - July 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

Marriott continues to lead in response time in the most recent Gómez Performance Index (GPI) for Hotels. Average response time across all sites showed a moderate increase. Benchmarked sites showed a respectable transactional success rate of 98.02%, but the average was weighed down by almost a full percentage point from the last Hotels GPI by one underperformer.

Hotels GPI Benchmark May 15, 2004 - June 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Marriott	4.68	1	Ramada	100.00
2	Expedia	5.81	2	Expedia	99.40
3	Choice Hotels	7.15	3	Hotels.com	99.38
4	Hotels.com	10.03		Orbitz	99.38
	Benchmark Average	10.25	5	Marriott	99.30
5	Ramada	10.86		Benchmark Average	98.77
6	Travelocity	11.15	6	Hilton	98.56
7	Best Western	11.35	7	Best Western	98.34
8	Starwood	12.59	8	Starwood	97.87
9	Orbitz	14.33	9	Travelocity	97.79
10	Hilton	14.50	10	Choice Hotels	97.70

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Response Time

Marriott exhibited an average response time of 4.80 seconds and maintained top rank in this GPI category. Expedia also maintained its second rank with an average of 6.09 seconds. Ramada and Travelocity showed dramatic improvements in their response times, ranking third and fourth respectively. Choice Hotels was the only other site to outperform the benchmark average.

Success Rate

The average success rate was 0.75% lower than the previous publishing period, which was the benchmark's historic high. Nevertheless, eight out of ten benchmarked sites performed at 98% or better and outperformed the benchmark average.

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