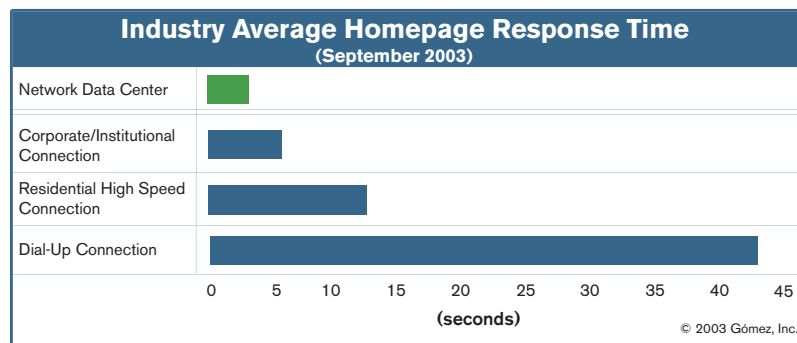


## Gómez Hotel Industry Benchmark - Homepage Data

The Gómez Hotel Industry Homepage Benchmark for September reveals:

- **Aggregate benchmark response times normalized in the month of September 2003.** The average for all firms was 3.85 seconds for homepage response time, which is faster than last month's average of 4.06.
- **Choice Hotels topped the leader board in Network Data Center response time this month with an impressive four-spot jump to number one.** Its average response time was 2.37 seconds, besting reigning champ Marriott by four-hundredths of a second.
- **All three last-mile measurements, Corporate/Institutional, Residential High Speed and Dial-Up, achieved record speeds for response time during the month of September.** The times were faster than previous months -- an extraordinary accomplishment given September is a historically busy travel month in terms of business and pleasure bookings.

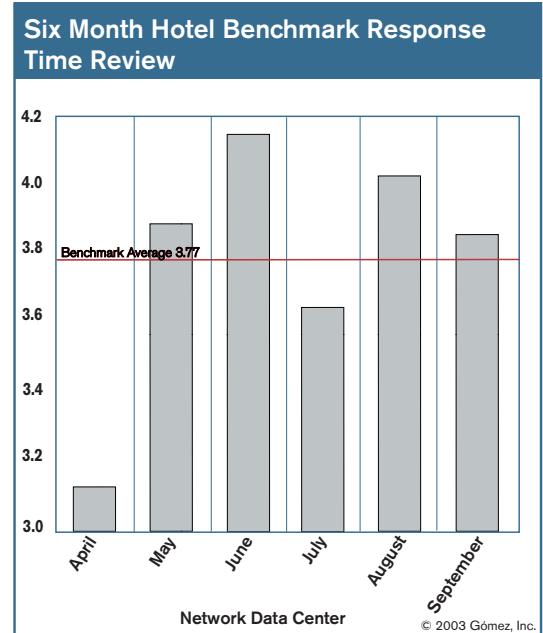


Network Data Center		Corporate/Institutional Connection		Residential High Speed Connection		Dial-Up Connection	
Site	Response Time (seconds)	Site	Response Time (seconds)	Site	Response Time (seconds)	Site	Response Time (seconds)
Choice Hotels	2.37	Marriott	5.68	Choice Hotels	11.95	Choice Hotels	33.55
Marriott	2.41	Choice Hotels	6.06	Marriott	12.11	Embassy Suites	41.26
Hilton	3.29	Ramada	6.15	EmbassySuites	12.29	Hilton	43.60
Ramada	3.50	EmbassySuites	6.52	Ramada	12.48	Marriott	44.29
Radisson	3.65	Hilton	6.76	Hilton	12.76	Ramada	46.60
Intercontinental	3.77	Intercontinental	7.31	Benchmark Average	14.65	Benchmark Average	48.00
Benchmark Average	3.85	Benchmark Average	7.57	Intercontinental	15.47	Intercontinental	52.83
EmbassySuites	4.12	Starwood	9.75	Starwood	18.81	Wyndham	60.54
Starwood	4.15	Wyndham	12.37	Wyndham	21.34	Starwood	61.30
Wyndham	7.39	Radisson	N/A	Radisson	N/A	Radisson	N/A

### Analyst Comments:

Although all last mile measurements set record breaking times for the average homepage response time, the Network Data Center times did not. This prompted us to take a look back at performance over the past six months to identify trends and determine acceptable response times for the industry.

The chart at right illustrates benchmark performance over the past six months for the Hotel Industry Homepage Benchmark. As might be expected, response times fluctuate over the duration of each month. April and July witnessed the fastest months with 3.1 and 3.6 second averages respectively, while June and August both exceeded the four-second mark.



Based on the six-month trend, Gómez finds that four seconds is a reasonable benchmark for homepage performance. Times above show that 3.77 seconds is the Network Data Center mean for response time performance across all sites; three-tenths of a second is imperceptible to consumers. This is an operational standard that business and marketing managers should communicate to their IT staff as an acceptable metric necessary to meet customer expectations. By setting standards for performance, companies can gauge relative improvement and measure site success over time.

Gómez takes this notion one step further by measuring the response time and availability of key transactions on highly trafficked online hotel sites. Gómez calls this transactional benchmark its Hotels GPI, which debuts next month. The Hotels GPI will reveal even greater detail about Web site architecture, performance and reliability by testing search capabilities and multiple pages within online platforms.

Stay tuned for [more information](#) about the latest Gómez Benchmark, or [sign up](#) to participate in our October 22 Webcast in which Gómez Senior Performance Analyst, John Lovett and Hsyndicate Senior Editor, Kevin Heilbronner will highlight preliminary findings from our inaugural Hotels GPI.

Gómez helps companies weigh the benefit of content and functionality against performance to maximize Internet channel effectiveness. The site elements we benchmark are instrumental in shaping overall customer satisfaction, and drive customers' willingness to utilize the online channel. To learn more, visit [www.gomez.com](http://www.gomez.com).