

The RUSH Report

First Edition 2004

The RUSH Report is a collaborative *Report on User Satisfaction & Hotel Web Site Performance* for the hospitality industry jointly published by Hospitality eBusiness Strategies Inc. using data generated by iPerceptions Inc. It provides the industry with an in-depth analysis of key aspects of web site performance and user satisfaction based on feedback from actual users of hotel branded web sites.



iPerceptions Inc.,
575 Madison Avenue, Suite 1006
New York, NY, 10022-2511
Phone: 877-796-3600
Fax: 866-484-2600
Email: jtarasofsky@iperceptions.com.
Web: www.iperceptions.com



Hospitality eBusiness Strategies, Inc.
14 East 60th Street, Suite 400
New York, NY 10022
Phone: 212-752-8186
Fax 212-202-3670
Email: info@hospitalityebusiness.com
Web: www.hospitalityebusiness.com

Introduction

The RUSH Report, a hospitality intelligence report on user satisfaction and web site performance, provides the industry with an in-depth analysis of key aspects of site performance and user satisfaction.

Findings in the *RUSH Report* are based on data obtained from the actual feedback of 34,533 visitors of hotel branded web sites, and is continually updated with feedback from an ever increasing number of web site users. The database currently contains over one million data points. *The RUSH Report* includes industry comparisons, a detailed analysis of user satisfaction and web site performance, and an analysis of how key web site Dimensions, including *Navigation, Content, Interactivity, Motivation* and *Adoption*, contribute to the user's overall level of satisfaction. Certain analysis (e.g. customer segmentation analysis) is based on statistically significant sub-sets of the data.

The *RUSH Report* is a collaboration leveraging the unique knowledge, experience and methodologies of iPerceptions Inc. and Hospitality eBusiness Strategies (HeBS). It combines the in-depth online hospitality industry expertise of HeBS with the strategic quantitative attitudinal analytics of iPerceptions.

The RUSH Report provides for the first time a detailed comprehensive picture of the web site experiences of the three most important key customer segments: Business Travelers, Leisure Travelers and Meeting/Event Planners, and their satisfaction or dissatisfaction with crucial aspects of the hotel web site. Using the *RUSH Report* findings and analysis, hotel brand executives, hotel general managers and directors/managers of eCommerce, Sales and Marketing, and Revenue managers can evaluate web site performance and online usability, gain industry-wide perspective and benchmark their own efforts, and make necessary web site and eMarketing adjustments to increase web site revenues.

The RUSH Report provides the data to justify and rationalize enhancements to the web site, be it a brand or single-property web site. In the rapidly changing online distribution marketplace, this report fills a void in competitive industry-wide intelligence.

How To Read The RUSH Report

The RUSH Report was prepared using the online hospitality industry expertise of HeBS combined with business intelligence from iPerceptions.

Such work by two pioneering companies can appear at first to be complex and highly academic. However, the *RUSH Report* is actually an easy to understand document once the reader becomes oriented to the Report's methodology and definitions found in Chapter nine — read this first. Each chapter reveals and validates perceptions about hotel branded web sites that may relate significantly to your own Internet strategy. Read the Report like a book and look for future updates as the database continues to expand.

The Report includes a unique ratings system, a detailed analysis of user satisfaction and web site performance, and an analysis of how key web site Dimensions, including

Navigation, Content, Interactivity, Motivation and Adoption, contribute to the user's overall level of satisfaction.

Each chapter poses a question followed by a briefing on industry trends and best practices. Once these practices are established, the discussion continues with a closer look at the study findings comparing data from various consumer groups: Business Travelers, Leisure Travelers, Meeting/Event Planners, and Other. The data is comprised of three sets: aggregate, a sub-set of the aggregate, and a single brand. The single brand data is usually presented in the form of a case study.

A note about the sub-set: *The RUSH Report* draws upon 2003 study data from feedback obtained from 34,533 visitors to hotel branded web sites. Hotel brands can have open-ended and customized questions that may serve as a sub-set of the data. This information is duly noted as unique questions and its findings glean interesting and exciting information to the reader. We hope you agree.

BONUS

As a bonus, we've included at the conclusion of this report, research findings and analysis from the groundbreaking "2004 Top Five Hotel Brand Web Site Comp Analysis". This proprietary research study by HeBS examines over 150 different aspects of major branded web sites and examines best practice elements of a competitive web site including user-friendliness, search engine-friendliness, and travel booker-friendliness.

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