

## Gómez Performance Index For Hotels: April 15 - May 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 once again led the Response Time category in the latest Gómez Performance Index (GPI) for Hotels. With a site upgrade, Travelocity showed an improvement in response time, and outperformed the benchmark average for the first time since the introduction of the Hotels GPI. In fact, Travelocity's speed enhancement partly contributed to the overall improvement in benchmark's average response time.

Hotels GPI Benchmark April 15, 2004 - May 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Marriott	5.25	1	Hotels.com	99.81
2	Choice Hotels	6.03	2	Expedia	99.51
3	Expedia	6.51	3	Marriott	99.38
4	Travelocity	8.18	4	Orbitz	99.32
	<b>Benchmark Average</b>	<b>9.72</b>	5	Choice Hotels	99.32
5	Hotels.com	9.75	6	Ramada	99.00
6	Best Western	10.73		<b>Benchmark Average</b>	<b>98.34</b>
7	Ramada	11.57	7	Hilton	98.27
8	Starwood	12.22	8	Starwood	97.92
9	Orbitz	12.37	9	Travelocity	97.67
10	Hilton	14.54	10	Best Western	93.20

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### Response Time

Marriott showed an average response time of 4.18 seconds. Although this is a 1.07 second increase from the previous measurement period, Marriott managed to maintain its lead. Following in its footsteps was Choice Hotels and Expedia, which also maintained their respective ranks. Travelocity was the only other company to outperform the benchmark average. Despite a 0.5 second improvement, Hotels.com ranked below the benchmark average.

## Success Rate

Average Success Rate for the Hotels GPI was 98.34%. This correlates with success rate improvement exhibited in historical data. Careful analysis of the Hotels GPI reveals improvements at almost all participating sites. For example, all of the six sites that outperformed the benchmark average maintained a 99% or better Success Rate for this time period. Compared with previous measurement periods, this is the highest number of sites to perform above 99%.

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