

Gomez Performance Index For Hotels: February 15, 2006 to March 15, 2006

The prevailing goal for hoteliers in the Performance Index is overall consistency. With few notable exceptions, the benchmarked sites on our index demonstrate very predictable average application speed and success rates.

Since the last period, the average benchmark response time has decreased from 9.81 seconds to 8.68, showing and improvement of greater than one second. The success rate remained almost unchanged, increasing slightly from 98.97% to 98.91%.

Hotels GPI Benchmark February 15, 2006 - March 15, 2006					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Choice Hotels	4.72	1	Ramada	99.94
2	Marriott	5.16	2	Choice Hotels	99.80
3	Motel 6	5.80	3	Red Roof Inn	99.77
4	Expedia	6.00	4	Motel 6	99.63
5	Red Roof Inn	7.09	5	Marriott	99.42
6	Starwood	7.47	6	Expedia	99.25
7	Hilton	8.52		Benchmark Average	98.91
	Benchmark Average	8.68	7	Orbitz	98.88
8	Hotels.com	9.34		Starwood	98.88
9	Ramada	9.60	9	Hotels.com	98.82
10	Orbitz	9.97	10	Hilton	98.30
11	Best Western	14.81	11	Travelocity	97.70
12	Travelocity	15.71	12	Best Western	96.47

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Success Rate

Only small month to month variations in success rate were seen during this period. These were caused by a few hotelier site changes that tweaked the overall averages. Gomez considers all hoteliers with success rates above 98% as having excellent performance. For this period, the lowest rating was 96.47%, with only two hoteliers below the magic 98% threshold.

Response Time

Since February, several of the hoteliers in the bottom half of the response time benchmark made significant improvements. The overall benchmarked average improved mainly due to Orbitz, Hilton, and Hotels.com drastically improving their ratings in this category.