

Gómez Performance Index For Hotels: November 15 - December 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

The latest Gómez Performance Index (GPI) for Hotels finds Expedia in the top spot in the Response Time category for fifth consecutive time period. Response times across all benchmarked online travel sites rose to an average of 9.81 seconds, while transactional success rates improved to 98.74% during this period.

Response Time

Despite posting a slower response time for the second consecutive time period, Expedia continued to hold top rank in this Hotels GPI benchmark category. Expedia was not alone in showing an increased response time, however. With the exception of Hilton and Marriott, all of the benchmarked companies showed response time increases ranging from 0.07 seconds to nearly 3 seconds. As a result, the benchmark average took a 0.49 second hit.

Hotels GPI Benchmark November 15, 2004 - December 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	6.36	1	Choice Hotels	99.84
2	Marriott	7.34	2	Marriott	99.81
3	Ramada	8.30	3	Hotels.com	99.55
4	Hotels.com	8.71	4	Ramada	99.49
5	Choice Hotels	9.19	5	Hilton	99.25
6	Starwood	9.71	6	Expedia	99.21
	Benchmark Average	9.81	7	Orbitz	99.04
7	Orbitz	9.88	8	Travelocity	98.88
8	Travelocity	11.80		Benchmark Average	98.74
9	Hilton	12.77	9	Starwood	96.32
10	Best Western	14.05	10	Best Western	95.99

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Success Rate

Average success rate improved by 0.63% compared with the previous publishing period. With the exception of Starwood and Hilton, all benchmarked sites showed an improvement in this category, helping to raise the overall benchmark average. Eight of ten services posted success rates greater than 98%, suggesting a high level of consistency across the online hospitality services industry.

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