

Gómez Performance Index For Hotels: July 15 - August 15, 2004

The Gómez Performance Index (GPI) for Hotels benchmarks end-to-end application response time and availability 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

Leading in response time since January, Marriott dropped to second in the latest Gómez Performance Index (GPI) for Hotels. Expedia claimed the top spot in response time, delivering a slightly faster hotel room search application in this installment of the Hotels GPI. Response time across all benchmarked online travel service sites averaged 10.25 seconds. Transactional success rate was a respectable 98.46% during the period.

Hotels GPI Benchmark July 15, 2004 - August 15, 2004					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Expedia	5.54	1	Choice Hotels	99.71
2	Marriott	7.60	2	Travelocity	99.38
3	Choice Hotels	8.61	3	Hotels.com	99.25
4	Ramada	8.85	4	Hilton	99.21
5	Orbitz	9.40	5	Expedia	99.06
	Benchmark Average	10.25		Orbitz	99.06
6	Travelocity	10.34	7	Marriott	98.64
7	Hotels.com	11.48	8	Ramada	98.60
8	Starwood	12.54		Benchmark Average	98.46
9	Hilton	13.74	9	Starwood	97.69
10	Best Western	14.41	10	Best Western	93.96

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Response Time

Expedia reduced its average response time to 5.54 seconds and claimed top rank in this Hotels GPI category. Marriott's response time increased, averaging 7.60 seconds for the hotel room search transaction, dropping the hotelier to second place in this benchmark category. Choice Hotels, Ramada and Orbitz outperformed the benchmark average during this measurement period.

Success Rate

Average success rate was 0.44% greater than the average posted during the previous publishing period -- moving this benchmark component closer to its all-time high of 99.77%. Transactional success has averaged 98% -plus since the March 2004 timeframe, which suggests consistency in application availability across all benchmarked sites.

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