

Gomez Performance Index For Hotels: September 15 to October 15, 2005

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 increased from 10.07 seconds to 10.94 seconds. Also the success rate dipped as well, from 97.97% to 96.98%.

Success Rate

Even when success rates dipped among benchmarked hoteliers, the decrease could be isolated to a limited, discrete (but extremely noticeable) speed and/or availability event that was usually resolved in less than two hours. For instance, the top 5 hoteliers (Expedia, Marriott, Choice Hotels, Travelocity, and Hilton) in success rate indicate that they will almost always complete a customer transaction.

Response Time

The top five hoteliers in response time (Motel 6, Red Roof Inn, Expedia, Choice Hotels, and Marriott) show the fastest and most consistent performance, indicating that consumers can always expect fast response from these hoteliers.

Hoteliers in the middle of the pack are more transparent, exposing surges to their customers during the work week, but smooth out over the weekend. It seems that these Hoteliers with the slowest response time exhibited more variation in their results, indicating that their infrastructure requirements may need boosting to achieve the response time nirvana: the flat trend line.

Hotels GPI Benchmark September 15, 2005 - October 15, 2005					
Response Time Rating			Success Rate Rating		
Rank	Site	Response Time (sec)	Rank	Site	Success Rate (%)
1	Motel 6	5.49	1	Expedia	99.24
2	Red Roof Inn	6.46	2	Marriott	99.18
3	Expedia	7.27	3	Choice Hotels	98.86
4	Choice Hotels	7.40	4	Travelocity	98.61
5	Marriott	7.41	5	Hilton	98.45
6	Starwood	9.57		Benchmark Average	96.98
7	Ramada	10.91	6	Red Roof Inn	96.56
	Benchmark Average	10.94	7	Orbitz	96.33
8	Hilton	11.16	8	Starwood	96.15
9	Orbitz	14.55	9	Motel 6	95.47
10	Hotels.com	15.48	10	Hotels.com	95.28
11	Travelocity	16.99	11	Best Western	94.98
12	Best Western	19.76	12	Ramada	94.61

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