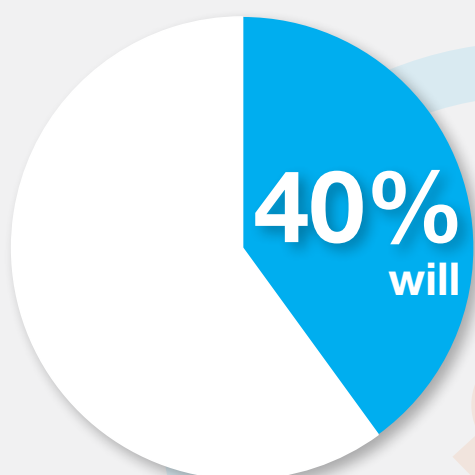


# Performance Profile: Travel Industry

Billions of e-commerce dollars are flowing over the Internet, on networks that *under-perform* and *cause delays*.



**Every second counts.**



Of over 47 hotel booking sites tracked in a 15-month study, **only 10** loaded their home page in less than 2 seconds. **40% of shoppers** say they'll abandon Web pages that take 3 or more seconds to appear.

Sources: USA Today | Compuware Gomez

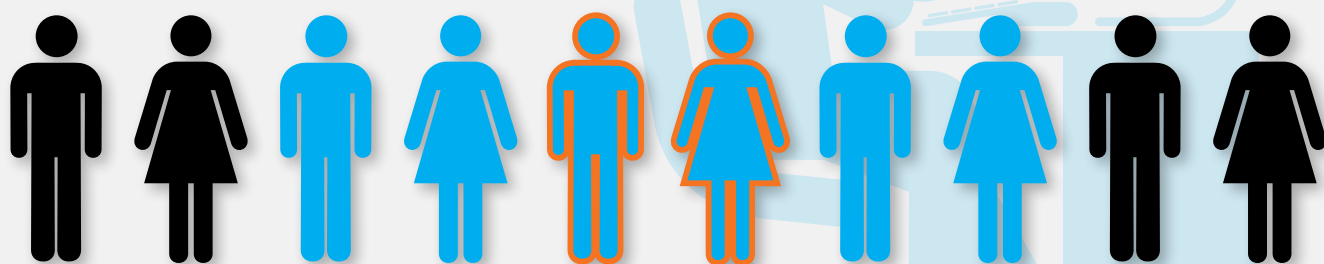


**Speed is extremely important**, because I compare multiple sites online and do not want to spend the day searching for flights.  
- A vice president in the commercial vehicle transportation industry

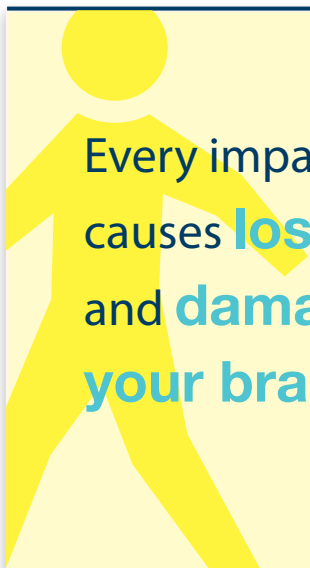


Source: USA Today

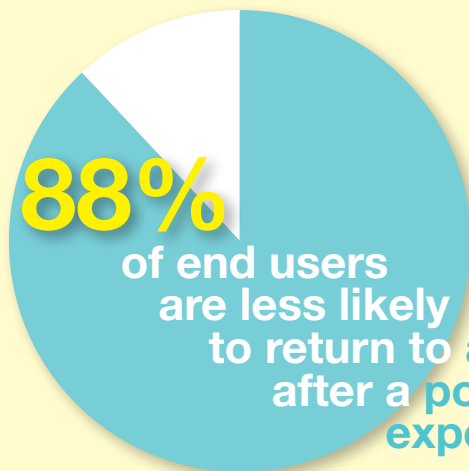
**59% of consumers** multi-task when waiting for a travel website to load. Nearly **one in five** open another travel site in a new window when made to wait.



Sources: USA Today | Strangeloop



Every impacted second causes **lost revenue** and **damage to your brand**.



Sources: Aberdeen Group | IEEE Communications Magazine



Marriott believes it could **lose nearly \$800,000 every hour** its website isn't running.

Source: USA Today

## A **1-second delay** in website performance



**7%**  
Loss in Conversions

**11%**  
Fewer Page Loads

**16%**  
Decrease in Customer Satisfaction

In dollar terms, this means that if your site typically earns \$100,000 a day, **this year you could lose**

**\$ 2.5 million** in sales.

Sources: Forrester Research | Strangeloop